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seball Men Seek dcast Restrictions
Page 56

Shifts Speculated; S-TV Claims Lead
Page 68

ATURE SECTION
Starts on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV

Like girls go for mink

Just like girls go for mink, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.

IN BALTIMORE WITH

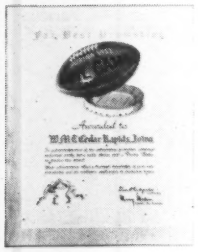
TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

XUM

Serendipity reaches Eastern Iowa

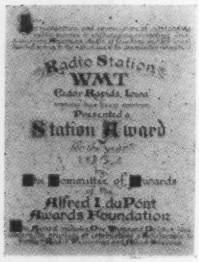
When BAB told the story of the white elephant that radio put in the black—and the radio station involved turned out to be WMT—we inhaled a little.

It looked as if we were beginning to get the range when BAB's 1952 "Radio Gets Results" Honorable Mention came our way.



And when the smoke of the 1952 Purina Bowl Contest cleared away, there was a plaque for "best promotion" for the boys in the back room. Perhaps a few of us modestly polished a fingernail on our blue serge.

★ ★ ★ ★ ★ "Editorial" decided to get into the act, winning second place in the Northwest Radio News Association's annual shindig. Was this the beginning of a trend?



It was. The Alfred I. du Pont Foundation singled out WMT for "its notably comprehensive and intensive effort in political education at all levels." The Station Award for 1952 included a check for $1,000. This, we confess, was heady stuff on a nationwide basis.

Now Sigma Delta Chi, the professional journalistic fraternity, has selected a series of WMT broadcasts titled "Politics Is Your Business" as the outstanding example of public service in radio journalism during 1952.

Serendipity is the gift of finding agreeable or valuable things not sought for. Want some?

WMT Cedar Rapids

5,000 watts
600 kc
Basic CBS Network

Represented Nationally by The Katz Agency

XUM

try
ERIE'S WICU TV
CHANNEL 12, ERIE, PA.

Fish are like sales—the more you get the happier you are . . . and you'll be real happy with your sales in the great Erie area (Northwestern Pa., Eastern Ohio and Western N. Y.) when you advertise on WICU—Erie's only TV Station—the 4 networks—top local programs, and Sales Success stories galore.

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

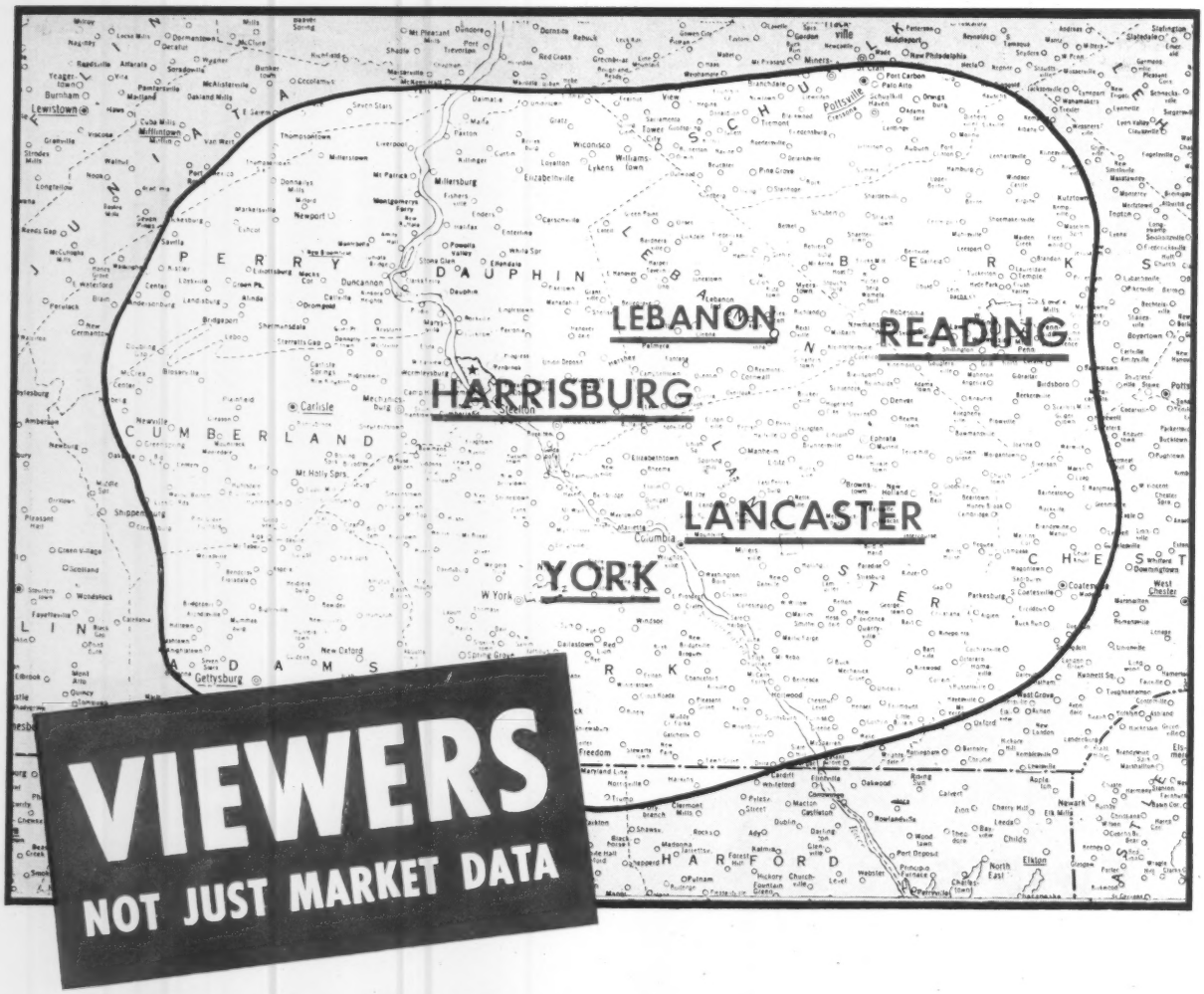
* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

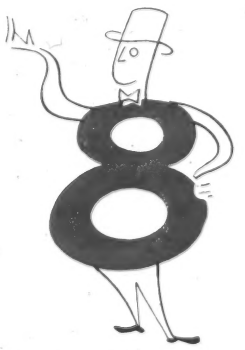


WGAL·TV

Lancaster, Pa.

NBC • CBS • ABC • Du Mont

Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map . . . its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.



Mr. Channel 8

WGAL

AM FM TV

Steinman Station
Clair McCollough, Pres.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

closed circuit

BEI[illegible] WRAPPED up last week was nearly $2 [illegible]ion package covering National Football [illegible]eague (professional) schedule over DuM[illegible]t Network under Westinghouse Electric C[illegible]p. sponsorship. With 70 to 100 stations [illegible]articipating, schedule covers both Satu[illegible]y night and Sunday afternoon game[illegible] with deals made directly with individ[illegible]l teams. It was these negotiations, carri[illegible]on by Chris Witting, DuMont director, [illegible]h Westinghouse top brass, that gave rise [illegible] reported negotiations for acquisition by W[illegible]stinghouse of DuMont's WDTV (TV) Pitts[illegible]gh. Westinghouse agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

★ ★ ★

THERE WAS renewed activity on that seventh GOP spot on FCC last week. Back on Washington scene was Charles Garland, general manager of KOOL Phoenix, called in to talk over post to be vacated June 30 by ex-chairman, now Comr. Paul A. Walker. But whether he's in or out could not be ascertained, though outlook appeared considerably brighter. Another, reportedly still very much in the running, is Paull Marshall, Washington-Maryland attorney, member of Maryland House of Delegates and chairman of state's Young Republican Club.

★ ★ ★

WORKING QUIETLY, FCC Comr. John C. Doerfer is exploring ways and means of cutting out paper work at FCC, largely that which snows under smaller stations. He's wondering about need for filing of annual financial reports (always of questionable legality), size and scope of application forms and renewal applications, and questionnaires bearing upon programming.

★ ★ ★

RELUCTANCE of networks to supply service to uhf stations has brought numerous protests to FCC and there are signs Commission will take a look at situation.

★ ★ ★

SENATE-HOUSE leaders are not shouting about it, but: Radio and TV have made considerable comeback in covering Congressional committee sessions. Microphones and cameras now are more in favor.

★ ★ ★

WITH RESIGNATION of Benedict P. Cottone from FCC, Richard A. Solomon, assistant general counsel in charge of FCC Legislation, Treaties & Rules Div., has become acting general counsel. No indication when Mr. Cottone's successor will be selected but Chmn. Rosel H. Hyde has stated FCC is looking for "best possible man" to fill post.

★ ★ ★

AMONG CANDIDATES for FCC general counselship on "inside" are Mary Jane Morris, attorney in litigation division; Frederick W. Ford, chief, hearing division of Broadcast Bureau, and Marshall S. Orr, chief, enforcement unit, Safety & Special Radio Services Bureau. One "outsider" is prominently mentioned. He's 36, bachelor and formerly was on legal staff of ESA, and now is in private administrative practice in D. C.

★ ★ ★

REASON President Robert E. Kintner of ABC didn't attend NARTB Convention in Los Angeles fortnight ago came to light last week. He was in process of making full-dress presentation on new ABC to presidents of 30 companies and 16 top agencies.

★ ★ ★

ONE TOP radio set manufacturer reportedly is making sets of such great sensitivity as to increase range of uhf stations. High government official, who recently inspected plant, said it could be important factor in speeding uhf development.

★ ★ ★

JUSTICE Dept. is playing it cozy on Sen. Edwin C. Johnson's bill that would reimpose baseball's 1 (d) Rule (see story, page 56). Reason: It is awaiting outcome of government's antitrust suit against National Football League. Football decision would give Justice its directional.

★ ★ ★

HOTPOINT Co. planning largest consumer promotion in its history with 60-day drive effective June 1, using its radio-TV show, *Ozzie and Harriet*, and consumer magazines to push $80 million worth of appliances. Radio-TV spot adjacencies may be used.

★ ★ ★

DESPITE belief that cross examination drags out TV application hearings, difference is not so great between direct and cross as is thought. FCC staff study for May 18 appearance before Senate Commerce Committee has unearthed these figures: In Wichita vhf Ch. 3 case, with three applicants, which ran 56 hearing days, direct and redirect ran 3,562 pages, cross and recross 4,006 pages; in Denver vhf Ch. 7 case, with two applicants, 13 hearing days, direct and redirect ran 779 pages, cross and recross, 1,191 pages; in Portland vhf Ch. 12 case, with three applicants, 27 days, direct and redirect ran 1,235 pages, cross-recross 1,982 pages.

★ ★ ★

SOME SENATORS, it's now believed, have idea that solution to breaking TV processing log-jam cannot be bought by supplying more money to FCC. Approach, it's whispered, is: "Break the bottleneck yourself, FCC, and you'll get more money."

★ ★ ★

AUTOBIOGRAPHY of Bob Hope will run later this year in *Saturday Evening Post*. Papers were signed last week, it's reported, for feature paralleling that carried by magazine on Bing Crosby.

★ ★ ★

FEDERAL Civil Defense planners have fingers crossed in hope that manufacturers will play ball with plan to develop small, low-cost, mass-produced radio receiver which would operate on batteries. Fear is that acceptance may be slow, impeding CD's communication plans.

★ ★ ★

REPLIES of government regulatory agencies to Budget Bureau proposals for uniform policy on licensing procedures and charging of fees to recoup part of costs, are only trickling in despite May 1 deadline. FCC gained week's extension since policy isn't settled.

IN THIS ISSUE

LEAD STORY

Vitapix Corp. announces its new slate of officers and its plans to expand into a nationwide film distributing syndicate to be owned by TV stations in 40 top markets. *Page 31.*

ADVERTISERS & AGENCIES

Procter & Gamble continued as top TV spender in February with gross time purchases of $1,237,970. *Page 42.*

GOVERNMENT

Organized baseball, major and minor, makes a powerhouse bid for reinstatement of Rule 1 (d) which would give them the ball on whether games are broadcast or telecast, in testimony before a Senate subcommittee. *Page 56.*

FCC makes TV grants at Lancaster, Pa., Lubbock, Tex., and St. Louis, the last a noncommercial educational outlet, in week's TV actions, bringing total post-thaw authorizations to 353. *Page 58.*

NETWORKS

The time-honored struggle between the Titans heightens as challenger CBS claims a lead over NBC in April TV sales with $8¾ million billings, plus its present dominance in radio sales. While both networks deny some NBC radio-TV affiliates are being wooed to CBS, rumors persist that a shakeup of the NBC executive hierarchy is imminent. And NBC's head West Coast vice president is quietly reassigned to New York on an unannounced mission. *Page 68.*

CBS Inc. profits climb to $2.4 million during 1953 first quarter—58% above the 1952 period—reports Board Chairman William S. Paley. *Page 72.*

MANUFACTURING

RCA toppled all its previous first-quarter records with sales of $208 million during 1953's first three months, for profits of $20 million before and $9 million after taxes, Gen. Sarnoff tells stockholders meeting in New York. *Page 73.*

FEATURES

Television may come and some radio programs may go, but ABC radio's and Don McNeill's *Breakfast Club* is not even puffing as it nears its 20th birthday. *Page 82.*

INTERNATIONAL

Canadian Assn. of Broadcasters calls for divorcement of CBC's outlet-owning and regulatory activities by establishment of a separate body to govern broadcasting. *Page 96.*

UPCOMING

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

May 22: Nebraska Broadcasters Assn. Annual Convention, Clarke Hotel, Hastings.

May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.

(For other Upcomings, see page 109)

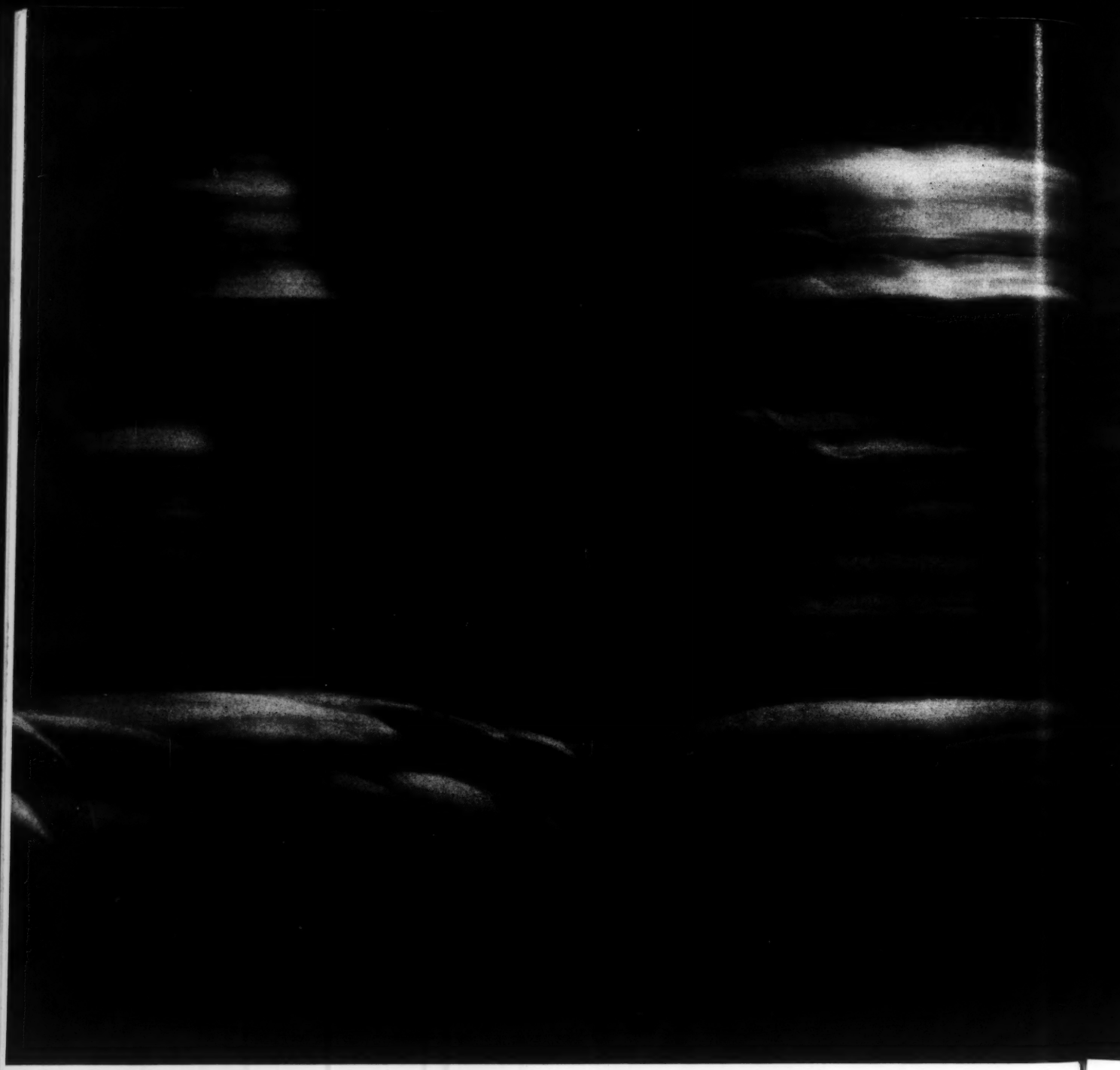


PHOTO BY ELKIN

Talk about radio-*activity*...

Man alive! Galen Drake* (blur, above) is so supercharged with it he clicks wherever he goes. And he goes practically everywhere, with the speed of sound.

Just recently, for example, he broke all records by making personal appearances at seven Long Island supermarkets in a single afternoon. (He would've done better, too, except that he spent the morning helping out at a cooking school over in New Jersey.)

Betweentimes, he's on the air seven days out of seven—5 hours and 35 minutes a week—on WCBS Radio and on the CBS Radio Network.

XUM

In addition, he runs a full-scale Housewives' Protective League merchandising program which whisks him up, down and across the WCBS area at a breathtaking pace.

Air time or spare time, Galen Drake's trade is talk. Day in and day out... in neighborhood stores and supermarkets, at club groups and luncheons... he's talking and selling for his 21 current sponsors with a friendly, fluent ease that *attracts* people and causes them to buy at his word.

As American Trailways puts it: "Galen Drake's commercials are the best we ever heard."

Burnham & Morrill (B&M Baked Beans) says: "He's our star salesman!" Another advertiser goes further: "The proof is in dollars and cents. Galen is the biggest bargain we ever had!"

An average of 2,000 fan letters a week proves his popularity, too. And so does his total of 2,212,670 listener-impressions per week in the WCBS intense service area alone.

Like to put some zip in your advertising? Give us a buzz about Galen Drake—man *alive!*

NEW YORK · CBS OWNED · 880 KC **WCBS**

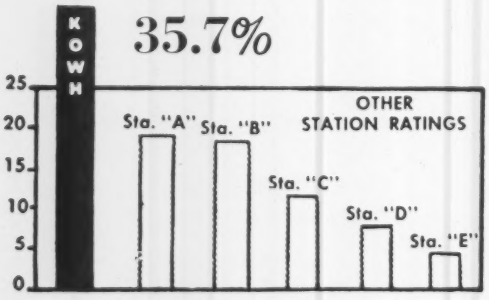
REPRESENTED BY CBS RADIO SPOT SALES

**Wondering how he really looks? It took high-speed photography to catch Galen, but here he is!*

All It Took was a Sure Thing...

. . . To act as security for a bank loan. Turned down by the cashier, a poker player received a loan on his hand from the bank president—who later admonished the cashier, "In the future, Suh, consider four kings and an ace as ample security for the entire assets of this bank!"

If you want to take the "audience and sales pot" in the Omaha, Council Bluffs area—put your dough on a sure thing—KOWH! With the big Hooper *averaged below for the 17-month period from Oct., 1951, to March, 1953*, KOWH is a winner hands down . . . and you can bank on that!



• *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)

• *Largest share of audience*, in any individual time period, of any independent station in all America! (March, 1953.)

Kowh

OMAHA

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

ABC Announces New Programming Projects

SEVERAL NEW programming projects being launched by ABC radio, according to word reaching affiliates. These are 8-8:15 a.m. news strip from Chicago and Hollywood, to get under way about July 1, new morning show slated for Aug. 1, and reprogramming of entire afternoon schedule by Labor Day. These tie into plans for reprogramming entire night-time schedule, announced following ABC-UPT merger last February.

Affiliates last week received from ABC President Robert E. Kintner message advising them of determination to "add new programming . . . to end slide-down of radio." Following is gist of message:

We propose to continue to add new programming to the ABC radio network in a determined attempt to end the slide-down of radio. With the merger, I instructed Charles Ayers, as vice president in charge of the radio network, that we would expend sufficient money to obtain radio programming, sales and research efforts comparable to that of NBC and CBS. I firmly believe that a saleable program structure can be developed in radio that will not only attract listeners but will bring back to radio many advertisers who are temporarily being overwhelmed by television. The ABC radio network—programming, sales, etc.—is completely separated from the ABC television network and operates with independent program and sales personnel.

Hyde Pleads More Time On Protests; Bills Reported

EFFECT of McFarland Act's protest rule reviewed before House Commerce Committee Friday when FCC Chairman Rosel H. Hyde appeared in behalf of bill (HR 4558) to extend time Commission has to act on protest from present 15 days to 30 days. Committee voted bill out favorably.

Chmn. Hyde said Commission had received 18 protests since provision went into effect last July. Of these, 14 were denied and four appealed to courts. Discussion centered on reasons for protests, with Mr. Hyde and several members of committee attributing them to competitive factors. Mr. Hyde also referred to legal problems raised by some protests, most recently by KAMD Camden, Ark., against FCC approval of assignment of CP for KPLN in same city.

If Commission gets more time to consider protests, it will be able better to weigh each case, may enable many protests to be answered without need for hearing, Mr. Hyde said. He also revealed Commission was considering holding some protest hearings on oral argument basis, rather than going through regular hearing processes.

Committee also approved two other FCC-sponsored bills (HR 4557 and 4559). First would permit FCC to waive CP requirements for government, mobile and other non-broadcast transmitters. Second would reduce penalty provisions for violating Communications Act from felony to misdemeanor for first offense [B•T, April 20].

'COLLIERS' BLAMES TV

WEEKLY *Collier's* magazine to become bi-weekly, effective with Aug. 7 issue, in move attributed in part to "inroads of television on reading audience." Spokesman said Friday that other factors cutting into readers' time, plus desire to acquire "more concentrated audience over two-week period," influenced management's decision.

Fellows' Statement Hit; McLendon on Stand Today

HEAT generated in Friday hearing on Sen. Edwin C. Johnson's (D-Colo.) bill to bring back Rule 1 (d) (see early story, page 56). NARTB President Harold E. Fellows' statement to Sen. Johnson's Commerce subcommittee heavily attacked by Branch Rickey, general manager, Pittsburgh Pirates, and Sen. Johnson.

Senator said Mr. Fellows' assertion that promoters of other sports and motion picture industry might seek similar anti-trust exemption as baseball "very badly distorted . . . absurd." Mr. Rickey saw present radio-TV practice of big leagues as "compulsory suicide" for game, and doubted "motives" of radio-TV industry opposition to bill because "when a fanciful radio melodrama will pay a little more money we are dropped immediately."

Letter from FCC Chairman Rosel H. Hyde declined comment because of "policy" matter involved but noted bill would not "amend nor affect" Communications Act. Gordon McLendon, operator of now defunct Liberty Broadcasting System which he says was forced out of business because of inability to get major league contracts, wired Sen. Johnson protesting bill and asked for hearing. Mr. McLendon has $12 million suit pending against major leagues. Sen. Johnson said Mr. McLendon has been invited to testify today (Monday), along with additional baseball people.

WLEV-TV Starts Programming

AFTER delays which held up start of programming several weeks, WLEV-TV Bethlehem-Allentown-Easton, Pa., began regular commercial operation 6 p.m. Friday. New outlet is NBC-TV affiliate and is represented by Meeker TV Inc. Station, one of Steinman Stations, operates on uhf Ch. 51. (Also see story page 50.)

TEXAS MINUTE

RATE cuts have become so commonplace they have to be gimmicked to get a tumble from blase timebuyers. Hence comes "The Texas Minute"—90 seconds instead of conventional 60—which WCBS New York is offering to summer sponsors of *John Henry Faulk Show*, Mon.-Fri., 5:05-5:55 p.m. Advertiser gets regular 60-second spot, with 30-second bonus later in show. Mr. Faulk hails from—where else?—Texas.

• BUSINESS BRIEFLY

MIDGET SPOTS DROPPED • Lever Bros.' Rinso campaign of "midget" spots (four and eight seconds) was so unsuccessful, it's understood, that advertiser now plans to switch to regular daytime announcements, starting May 25 for 19 weeks in large number of markets, beginning on West Coast and gradually moving East. Researchers checking with stores reportedly found Rinso's radio shorties generally had no sales effect. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

EXPAND SWAN SPOTS • Lever Bros.' Swan Soap, on behalf of its new five-cent Swan toilet soap bar, adding radio markets as soon as distribution is set up. Great expansion expected for summer. Firm uses four weeks of spots, then takes six-week hiatus, followed by another four-week schedule. Agency: BBDO, N. Y.

LIPTON WANTS SPOTS • Ruthrauff & Ryan, N. Y., asking for high-rated chainbreaks and one-minute women's-show participation availabilities for Lipton's Frostee, which will launch its annual radio campaign on June 8 for six weeks.

PROMOTE OXYDOL • Procter & Gamble's Oxydol, previously soap, has switched to detergent. To announce and promote new product, firm will use radio spot announcement campaign, starting today in more than 100 markets. Campaign will be for seven weeks, using daytime minutes in TV markets and day and night minutes in non-TV areas. Agency: Dancer-Fitzgerald-Sample, N. Y.

LORETTA REPLACES RED • Benton & Bowles, N. Y., has signed for film series, featuring Loretta Young, called *Letter To Loretta*, to replace Red Skelton next season on NBC-TV, Sunday, 10-10:30 p.m., sponsored by Procter & Gamble. Series starts Aug. 30. Tom Lewis will produce new series in Hollywood.

SUNKIST NETWORK TV • Sunkist Growers, Los Angeles (frozen orangeade, lemonade), schedules first TV network programming with second half-hour segment of ABC-TV *Super Circus* (Sun., 5-6 p.m.) for 13 weeks from June 7. Agency: Foote, Cone & Belding, L. A.

Ziv Seeks California Headquarters Site

REAL ESTATE representatives of Frederic W. Ziv Co. reportedly negotiating for acquisition of 30 to 40 acres in California's San Fernando Valley for construction of studios and administrative headquarters for Ziv Co. and its Ziv Television Programs Inc. and World Broadcasting System. Though sales, production and administrative headquarters would be at projected new center, it was understood, present Cincinnati and New York operations of Ziv and World would not be changed substantially, if at all. Ziv authorities said to be hopeful of starting construction this fall. Plans reportedly call for inclusion of latest advances in facilities for both film and transcription, all of which would be handled at new center.

tops IN ATLANTA*

waga-tv

☆ **10** out of the top **15** once-a-week shows

☆ **16%** more viewers week days and nights than station "A"—**199%** more than station "B"
(Monday through Friday—9 a.m.—11:30 p.m.)

☆ More quarter-hour firsts than both other stations combined
(Sunday through Saturday—9 a.m.—11:30 p.m.)

☆ 3 out of 4 top local or spot shows

☆ Plus the top *Sports Show*...
top *News Show*...top *Kitchen Show*

FOR TOP RESULTS CHOOSE:

waga-tv
CHANNEL 5 CBS-TV IN ATLANTA, GA.

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P. & Nat'l Sales Director, 188 E. 57th St., New York 22
BOB WOOD, Midwest Nat'l Sales Manager, 230 N. Michigan Ave., Chicago

*ATLANTA TELEPULSE, JANUARY, 1953

at deadline

Second TV Permit Returned, Other FCC Friday Activity

SECOND TV grantee to turn back permit to FCC is Parmian Basin TV Co., surrendering vhf Ch. 2 at Midland, Tex. Earlier turn-back was vhf Ch. 3 at San Angelo, by permittee KGKL San Angelo, Tex. Parmian Basin told FCC: "Programming sources and potential advertising revenue . . . have failed to materialize."

Two new uhf TV bids tendered Friday, one by Miles Lab. and Conn music executives for Ch. 52 at Elkhart, Ind. They are:

Elkhart, Ind.—Truth Pub. Co. (WTRC), uhf Ch. 52, ERP 216 kw visual, 116 kw aural, antenna 408 ft. Principals: President John Dille Jr., newspaper syndicate executive; Vice President Carl Greenleaf, board chairman of C. G. Conn Ltd., and Walter R. Beardsley and First National Bank of Elkhart, co-trustees for A. H. Beardsley Trust No. 3. Mr. Beardsley is president Miles Labs., maker Alka-Seltzer, other radio-TV advertised proprietaries.

Lawrence, Mass.—General Bcstg. Co., uhf Ch. 72, ERP 23 kw visual and 12 kw aural, antenna 642 ft. Principals: A. Alfred Franks (50%), retail clothier; Rudolph and Justin Wyner (each 25%), textile manufacturers.

Two TV application dismissals reported Friday. Rockford Bcstrs. Inc. drops bid for vhf Ch. 13 at Rockford, Ill., gets 10% option in Greater Rockford TV Inc., remaining applicant. Trans-American TV Corp., permittee WTVT (TV) Flint, Mich., petitioned for dismissal of its uhf Ch. 62 application at Evansville, Ind., now set for hearing with bids of W. R. Tuley and Premier TV Inc.

Granted power changes and STAs:

KGO-TV San Francisco—Granted ERP boost on vhf Ch. 5 from 25.4 kw visual and 12.6 kw aural to 316 kw visual and 160 kw aural.

WBKZ-TV Battle Creek—Issued special temporary authority to commence commercial operation on uhf Ch. 64, effective May 15-Nov. 15.

KVOS-TV Bellingham, Wash.—Issued STA to commence commercial operation on vhf Ch. 12, effective May 5-Aug. 8.

WKTV (TV) Rome, N. Y.—Issued STA to commence commercial operation on vhf Ch. 13, effective May 1-Aug. 12.

Formal transfer papers tendered at FCC Friday for sale of WSGN-AM-FM Birmingham, Ala., from Birmingham News Co. for $375,000 to local investment banker John S. Jemison Jr. and associates [B•T, April 27]. Application for transfer of uhf Ch. 42 permit to same group to be tendered later. Birmingham News Co. has bought WAPI, WAFM (FM) and WAFM-TV there for $2.4 million from Ed Norton and Thad Holt [B•T, April 13].

Exceptions filed Friday by FCC Broadcast Bureau and WABC New York to initial decision of Examiner James D. Cunningham which recommended extension of KOB Albuquerque on special service authorization on 770 kc with 50 kw day, 25 kw night [B•T, March 30]. KOB filed brief supporting ruling.

Miscellaneous Proposals, Actions

Proposed rule-making to add uhf Ch. 55 to Porterville, Calif., announced by FCC. Channel is sought by KTIP there. Noncommercial educational uhf Ch. 70 would be added to Bowling Green, Ohio, by another proposed rule-making notice. FCC finalized educational allocations of uhf Ch. 82 at Amherst, Mass., and uhf Ch. 80 at North Adams, Mass. Latter boosts reserved channels to 244.

Oral argument May 22 will constitute Sec. 309(c) economic protest hearing on uhf Ch. 46 grant at Durham, N. C., assigned T. E. Allen & Sons Inc., FCC ruled Friday. Parties to argument are WSSB Durham, protestant, and FCC Broadcast Bureau.

FCC Broadcast Bureau filed brief supporting ruling by Hearing Examiner Gifford Irion "interpreting" scope of Sec. 309(c) protest hearing involving uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & TV Corp. Protestant is WGRD Grand Rapids.

WHIS Bluefield, W. Va., was asked to indicate within 30 days whether it proposes to prosecute its pending vhf Ch. 6 application at Beckley, W. Va., and to file statement "regarding apparent conflict between that application and applicant's expressed intention to request rule-making to assign Ch. 6 to Bluefield."

ASCAP TV LETTERS

INDICATIONS that ASCAP is willing to keep negotiations for its TV licenses separated from those for radio were seen last week when Society wrote members asking for four-year extensions in their assignments of TV licensing rights to ASCAP. This makes it impossible for new TV blanket licenses, current licenses like members' assignments expiring end of this year, to run beyond Dec. 31, 1957, full year before terminal date of ASCAP's radio licenses. In its letters, ASCAP agreed to hold all new TV license right assignments in escrow until it has received them from members accounting for 80% of ASCAP royalty payments to both writer and publisher groups.

Nielsen Promises Booklet To End NCS 'Misuse'

AFTER two hours of questioning Thursday afternoon by buyers and sellers of broadcast time, Arthur C. Nielsen, president, A. C. Nielsen Co., agreed to prepare booklet explaining Nielsen Coverage Service survey of station and network audiences and detailing proper and improper uses of coverage data contained in NCS reports. Meeting of Mr. Nielsen with number of agency timebuyers and station representatives arranged by Ward Dorrell, John Blair & Co. research director and chairman of Committee on Audience Measurements of Station Representatives Assn., which had become alarmed over "flagrant misuse" of NCS data [B•T, April 20]. Similar meeting at which Dr. Kenneth Baker, president, Standard Audit & Measurement Services, will discuss SAMS audience survey, will be held in near future.

Vice Panel Stirs New Orleans

PANEL program involving figures concerned in New Orleans vice investigation, which has created local furore, was simulcast by WDSU-AM-TV New Orleans, drawing page 1 display stories in all local newspapers. Program included filmed interview made at Parish Prison with Jack Richter, principal in case. Open telephone line gave public chance to phone questions directly to panel.

PEOPLE

DON McCLURE, for last three years manager of radio-TV production for McCann-Erickson, N. Y., and previously head of TV department of N. W. Ayer & Son, has joined Owen Murphy Productions, N. Y., as associate producer of TV commercials, industrial films and package programs for TV, live or film.

WALTER HOLT, account executive for Musterole, Pertussin, Zemo, Inertol and Sanitary Products Corp. for Erwin, Wasey & Co., N. Y., elected vice president of agency.

MERRELL BOYCE and **BARTON CUMMINGS,** both vice presidents and account supervisors, Compton Adv., N. Y., elected to board of directors.

JACK BRICKHOUSE, WGN-AM-TV Chicago, signed to new five-year contract, Frank Schreiber, treasurer of WGN Inc. and manager of stations, announced. New pact makes Mr. Brickhouse, who handles Golden Gloves, All-Star Game and other top network events, one of highest paid radio-TV sportscasters in country, Mr. Schreiber said.

EVELYN F. EPPLEY, Philadelphia attorney, named attorney-advisor to FCC Comr. John C. Doerfer.

FUNERAL services held Saturday (May 9) in Beverly Hills for **EDWARD M. SEDGWICK,** 60, senior officer of Desilu Productions, Hollywood, who died Thursday of heart attack. For past year he served in advisory capacity on CBS-TV *I Love Lucy* series.

HENRY P. JOHNSTON, managing director of WSGN Birmingham, shortly will receive from his country high school of 30 years ago degree he passed by when he transferred to prep school.

AFTRA, AFM in Los Angeles Feuding Over Singers

MEMBERS of Los Angeles AFM local ordered by union to refuse all AFTRA attempts to enroll singing musicians. Phil Fischer, AFM Local 47 vice president, termed AFTRA attempt "invasion" and said it crosses union jurisdictional lines. He claimed AFTRA has threatened to pull members off shows on which singing AFM members are not also AFTRA members.

Claude McCue, AFTRA regional executive secretary, said his union's dispute is with producers, not AFM, because AFM scale in most cases is lower. As to possible walkouts by AFTRA members, he said, "We'll examine each specific case. If the board determines there have been violations then we will order our people off the program."

Union Terms Cause Film Cuts

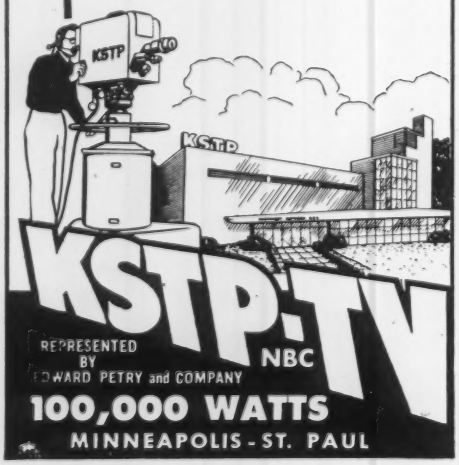
CUT of 90% in TV film commercial production in Hollywood has resulted from terms laid down by Screen Actors Guild and Screen Extras Guild in contracts with video film producers, causing heavy unemployment for actors, extras and cameramen, according to Herbert Aller, business agent for IATSE International Photographers Local 659. Cameramen's union executive board said to be considering organizing all other crafts in Hollywood in unified protest against SAG-SEG contract demands. Cameramen told producers are using cartoons instead of regular TV film commercials.

WKOW-TV on CBS-TV

WKOW-TV Madison, Wis., will join CBS-TV on June 21 as network's 113th affiliate, Herbert V. Akerberg, vice president in charge of station relations, announced Friday.

IN THE
Upper Midwest...

Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly



REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

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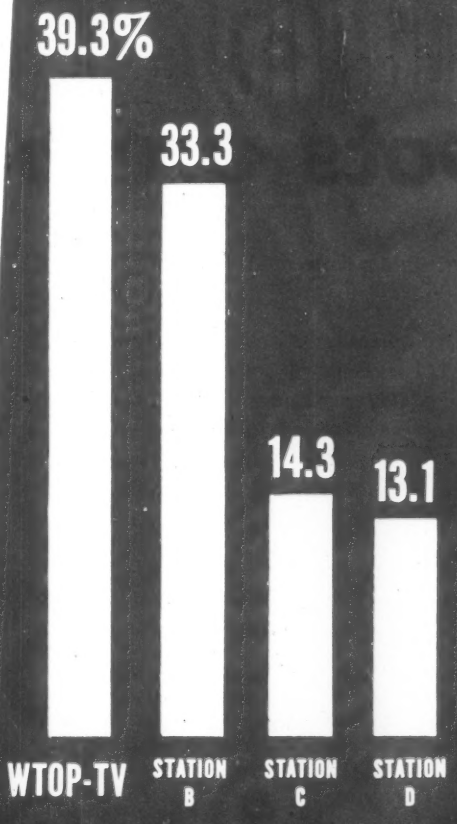
In Washington D.C....

Here's how they watch TV in Washington . . .



Average ¼ hour, homes using TV, sign-on to 12 midnight . . . 25.2%

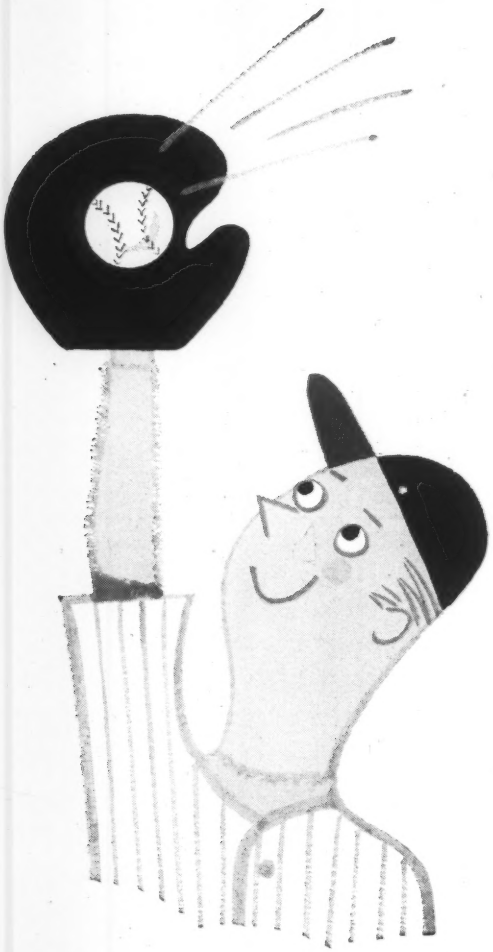
*Share of total TV mentions, Washington, D.C., Telepulse, April, 1953.

Month after month . . . more people watch WTOP-TV than any other television station*

WTOP-TV

CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION | REPRESENTED BY CBS TELEVISION SPOT SALES



some spots are better

For the best spot, at the right time, at the right plac

XUM

e than others

Team up with Spot TV to catch a bigger share of summer sales.

The 9 television stations represented by NBC Spot Sales are in Big League TV markets (11,500,000 TV homes) . . . and the audience will be bigger by mid-summer (12,000,000 TV homes). And since TV set sales are on the increase, summer TV advertisers will actually average larger audiences than they did last winter!

To cover the field, ask your NBC Spot Television Salesman to help you plan a sales-stimulating summer schedule now.

A few summer boom products: Soft drink sales are up 47% . . . cake soap up 14% . . . tea up 22% . . . dry cereal up 17% . . . air conditioners up 445% . . . freezers up 117% . . . refrigerators up 91% . . . portable fans up 500%.

representing
TELEVISION STATIONS:

WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*

representing
RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
WTAM	*Cleveland*
KNBC	*San Francisco*
WRC	*Washington*

t pla

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

XUM

in cities..

in villages..

on farms..

WBZ-TV is the New England station they watch most!

When you study Dr. Forrest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 34.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

ETHEL AND ALBERT

NBC-TV, Saturdays, 7:30-8 p.m. EDT
Writer: Peg Lynch.
Producer: Thomas Loeb.
Director: Walter Hart.
Cast: Peg Lynch and Alan Bunce.
Beginning May 9, programs will be sponsored by Sunbeam Corp., Chicago

ONE of radio's most ingratiating couples has permanently joined television's husband-and-wife set in the persons of Peg Lynch and Alan Bunce, stars of the *Ethel and Albert* show, a new weekly half-hour production on NBC-TV. Judging from the series' second episode on May 2, Saturday evening audiences may look forward to some light, whimsical entertainment engendered by an amusing treatment of incidents familiar to everyone. For the next eight weeks, the show will be sponsored by The Sunbeam Corp. (electrical appliances), which plan a summer hiatus returning to TV Aug. 29 for the fall season.

Both Miss Lynch and Mr. Bunce have a charming way with domestic comedy. They have been supplied with a homey, attractive set depicting the typical-American-home concept in its every design. It was used expertly

Alan Bunce and Peg Lynch
. . . a domestic TV twosome

by the director, not as a backdrop, but as a real house where honest-to-gosh people lived.

Peg Lynch, who writes as well as stars in the show as Ethel, is capable of extracting humor from the plainest of ordinary, commonplace situations. The thoroughly natural characters around whom she builds her equally natural stories prompt that "haven't-we-met-before?" feeling—a most desirable illusion in programs of this type. She has a great aptitude for creating simple, average people everyone has known for years. Still, the climax of her second TV script wasn't strong enough to match the activity which preceded it nor did it do the players justice. After considerable fuss and bother over two old (and all but forgotten) friends who came to pay an untimely call on Ethel and Albert and who were persuaded to stay overnight, our gracious hostess discovered the following morning that her guests had slipped off leaving only a thank you note "because we don't want to cause anyone any trouble." Ethel, of course had already had her "troubles" slaving over breakfast before this sad turn of events came to light.

Uneven phases of the second show can be attributed to the newness of working in TV in a half-hour format. The problem of adjusting to being seen as well as heard has been somewhat minimized for Miss Lynch and Mr. Bunce through former video appearances in skit versions of the now 30-minute *Ethel and Albert* show. The adjustment, however is not yet complete. The second program

dragge[d] in spots. Cues were not picked up quickl[y] enough to set an even comedy pace. The s[how]'s more polished moments showed that [it] h weaknesses, luckily not inherent flaws, [wi]ll be eliminated when the actors become [co]mpletely comfortable in their new surrou[nd]ings.

BOOKS

BROA[D]CASTING PROJECTS: RADIO & TEL[E]VISION by Henry L. Ewbank and Sher[id]an P. Lawton. Harper & Brothers, Colle[ge] Dept., 49 East 33d St., New York 16, N. Y. 152 pp. $2.50.

COMB[I]NATION textbook-workbook (an affair ha[v]ing pages with punched holes and perforated [e]dges for tearing off and handing in to the inst[r]uctor) is not a recent educational development. However, such a manual is (or was) new to television classrooms. Now the authors of a radio workbook (and various textbooks, too), Professors Ewbank and Lawton, have come up with a TV manual containing many different kinds of projects which a student, or a group of students, may undertake to do. The workbook has five sections: Program projects; listening and viewing projects; writing projects; radio scripts, continuity and commercial copy projects, and survey projects (measuring the audience). The workbook appears to be a sound contribution to radio-TV classrooms where the instructor wants to give students a broad background on programming and production. It will probably be most useful for introductory courses in radio and TV.

HOW TO BE A SUCCESSFUL EMCEE, by LeRoy Stahl. T. S. Denison & Co., 321 Fifth Ave. So., Minneapolis 15, Minn. 200 pp. $2.75.

LeROY STAHL is afraid that if you had to be a master of ceremonies tonight, you might not do such a good job. Even if you know some of the essentials of good speech-making or dramatic acting, he says you still might not pass his final examination on what every m.c. should know unless you've read his book. As he says, "The job of a master of ceremonies is to present a show, not to be one." After discussing the more or less routine jobs an m.c. is called upon to do (before garden clubs and businessmen's lunches, for example), Mr. Stahl covers many other types of situations, and also includes such points as physical deportment. Several pages of illustrative material complete the handbook.

THE TELEVISION WORKSHOP by Howard Tooley. The Northwestern Press, 315 Fifth Ave. So., Minneapolis 15, Minn. 108 pp. $2.75.

HOW can college students, trained perhaps with an emphasis on drama with a bit of radio thrown in, learn about the basics of television production? One way, outside of actually working in a TV station, is through the latest book by Howard Tooley, no novice in either the theatre or in TV, but new to TV textbook writing. (His earlier radio texts include *Radio Guild Plays* and *The Radio Handbook*, which are found in nearly all school libraries and in many radio classrooms.)

In *The Television Workshop*, Mr. Tooley explains TV production in simple terms and plain language, yet he somehow manages to cover all the highlights in about 35 pages—and about 24 pages of pictures, no small aid in themselves. The last two thirds of the book includes three TV plays, introduced with notes on their production and surrounded with many helpful ideas and suggestions for presentation. At the end of the book, of course, is the usual glossary of TV lingo.

In Which Algy writes to . . .

Mr. Chet Slaybaugh
Morse International
122 East 42nd St.
New York City 17

Dere Chet:

We just had a spell of late winter here in W.Va. and thet Vicks stuff youve hed our announcers tellin' about certainly fixed me up reel good. Now I'm startin' the summer in fine shape here a'watchin' our baseball team beatin' Toledo, Indianapolis and Columbus. We play in a reel bigtime league jist like our sales figgers are reel high class. With all the coal and coke and chemiculs and othur stuff made here in W.Va. we got peeple reely workin'. Most of them listen to WCHS 'cause th' boss sez we got more W.Va. listenurs then any othur station. Thet's why in th' winter time theyre buyin' Vicks cause they heer about it on WCHS with 5,000 on 580. Yrs. fer more Vicks and less sniffles,

Algy

WCHS

580 KC — 5000 WATTS

CHARLESTON
THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

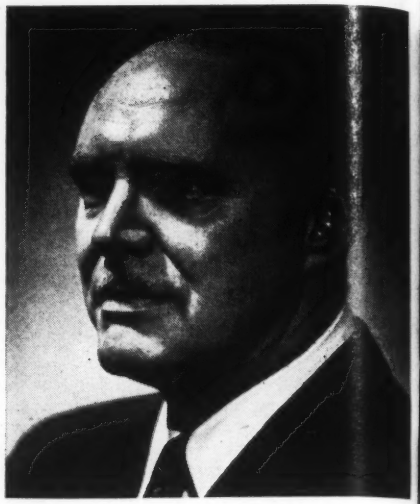
FIRST
IN RADIO!

NOW
FIRST
IN TV!

in Wichita Falls
Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.



Jack Simpson

on all accounts

A CAPSULE of the experiences during Jack Simpson's career invites a review of some of the more popular radio and television shows over a score of years for a closer look at the guiding hand of the creator, producer or director.

Mr. Simpson, a Chicago agency-network veteran, has been associated in each of these capacities through tenures at NBC, Russel M. Seeds Co. and, more recently, Foote, Cone & Belding, Chicago, where he currently is radio-TV director in charge of production.

At FC&B, he is responsible for the radio and TV activities of Armour Co.; for recommendations bearing on broadcast media from all of the agency's product groups; for personnel (traffic and secretarial), and to account management for all radio-TV supervision and operations.

Mr. Simpson was born Oct. 15, 1909, in Chicago. In his early years he moved to Ohio and attended Cleveland Heights High School and, later, the U. of Missouri. He finally settled in New Orleans.

There he sold dictaphones, reported on the *New Orleans Item*, and headed the WPA writers' project, and New Orleans' "Little Theatre."

Mr. Simpson really cut his creative-production teeth in New Orleans. In 1937 he joined Stone-Stevens Inc. where he created and produced a number of programs—14 per week at one time—among them *Quality Game* and *The Assistant Housewife, Ann Baker* (Mary Alyce Buist, who later became Mrs. Simpson). He left the agency in 1942 and went to Hollywood with his close friend, author Erle Stanley Gardner, to help develop a radio show.

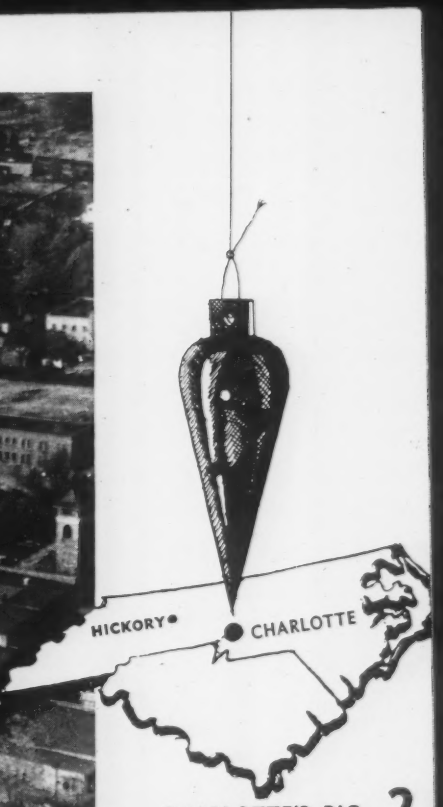
In the late '30s, he also freelanced as a writer and sold radio scripts (including one to *First Nighter*). Back from Hollywood in August 1942, he returned to Stone-Stevens and, in 1942, joined WWL New Orleans as production manager. He created *Down South*, a vehicle which unmasked the talents of one Margaret Luft (Piazza).

Mr. Simpson came to NBC in Chicago as producer-director in May 1943.

He moved to the Seeds agency in March 1944 but was still responsible for production on NBC and other programs. His most notable associations: *Raleigh Room, Gay Mrs. Featherstone, Carmen Cavallero Show*, Red Skelton's radio series and *People are Funny*. Mr. Simpson also helped build the *Dave Rose Show, Padded Cell, Adventure Club* and *Is It Fact or Fiction?*

Mr. Simpson joined FC&B in January 1952 as radio-TV supervisor. He lives in Wilmette, Chicago suburb, with his wife and two daughters Carol 9 and Jann 6.

Hickory, N. C., population 14,961, industrial workers, 13,000.



CHARLOTTE'S BIG 2

WBT

WBTV

are plumb in the middle of a fabulous market

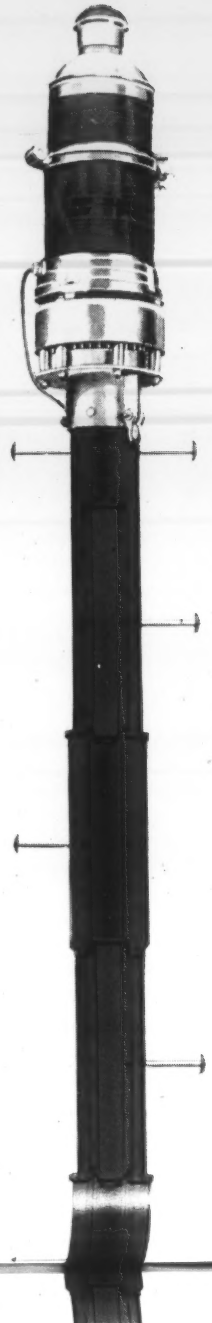
YEAR AFTER YEAR, men and women who know the Carolinas place Charlotte higher on their market lists than the city population (73rd in U. S.) justifies. They know that Charlotte is completely ringed by a heavily populated, dependent area, studded with highly industrialized satellite cities. Among these cities, mark Hickory (Catawba County) which employs in its 200 textile, hosiery, furniture and porcelain plants a labor force almost equal to the town population*. It's an important part of the Charlotte market and for coverage to match this market, there are no media to match WBT and WBTV.

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally By C B S Radio And Television Spot Sales.

XUM

UHF pylons



Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available

RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specifically designed* to work with the UHF Pylon.

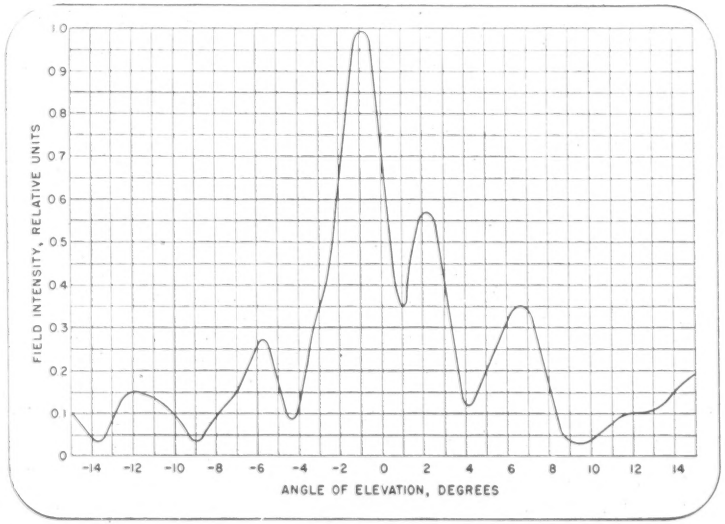
REMEMBER! *Only* by having *everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.

XUH

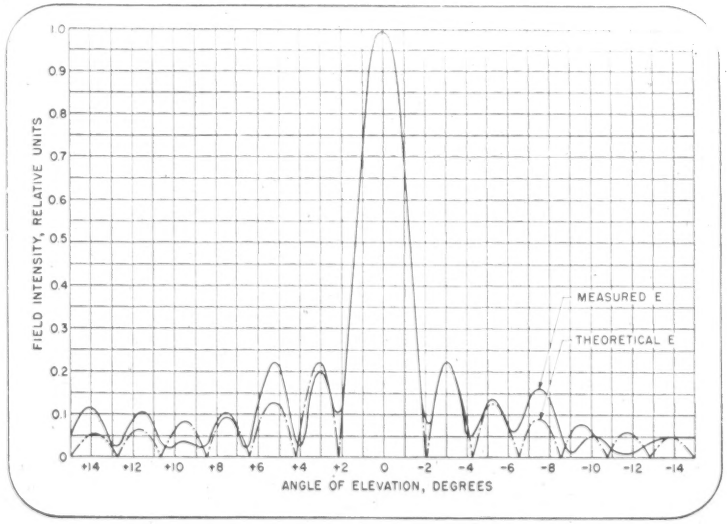
line fitting.

first null filled in about 10%—satisfactory for

your RCA Broadcast Sales Representative.

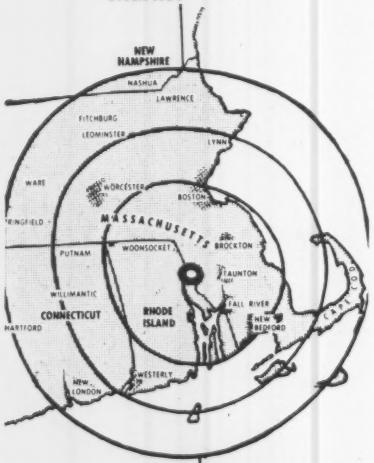


Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).

NOW
NEW POWER
200 kw
NEW COVERAGE
1,016,600 Sets
NEW CHANNEL
Channel 10
Pinpoint Your Persistent Salesman in an *increased* Multi-Million-Dollar Market



WJAR-TV
CHANNEL 10
PROVIDENCE
Represented Nationally by WEED TELEVISION

OPEN MIKE

Table Talk

EDITOR:

I have a question in regard to [Peter] Levin's article, "How Many TV Outlets Can the U. S. Support?" [B•T, April 27].

In one part Mr. Levin has a table showing "city retail sales necessary" and "county retail sales necessary." My question is: Do the county retail sales figures also include the city retail sales, or is the total retail sales necessary a combination of both the city and county figures shown?

Thanks for a fine article. . . .

H. J. Newcomb
Station Manager
WRJN-AM-FM Racine, Wis.

[EDITOR'S NOTE: The county figures include the city sales.]

Primer's Praises

EDITOR:

For some time now I have intended to write you a note of thanks for the splendid article you had in your March 30 issue on the "ABC's of Radio and Television." This was done in a most excellent way, and we would like very much to get from you six additional copies of this story.

You are to be commended for the many splendid features you publish in B•T. Especially during the past several weeks you have had some wonderful material. . . .

Dupree Jordan
Acting Director
Baptist Radio Center
Atlanta, Ga.

EDITOR:

Thanks a million for the tremendous service in sending us the copies of the "ABC's of Radio and Television." It was such a terrific article we were sure you had made reprints.

We gave them to a group of teachers visiting our station in connection with a Chamber of Commerce "Business-Education Day."

Foster H. Brown
Director, Sales Promotion
KXOK St. Louis

For the Birds

EDITOR:

This "news" story appeared in the regular news pages of the Honolulu *Star-Bulletin*, the islands' largest daily, Saturday, April 11. I thought it quite choice. What do you think?

How to be Happy
Without Television

Don't be disgusted and tired of life if you happen to live in a "fringe area." You can be happy without television. A cheery canary will brighten your home with his melodious song and his abundant vitality. . . ."

So help me, that's just the way the yarn appeared. How unflattering can they be to TV? A canary for a substitute. If you'll excuse the pun, it's for the birds.

Vic Rowland
Public Relations Director
KONA-TV Honolulu

Squaring Accounts

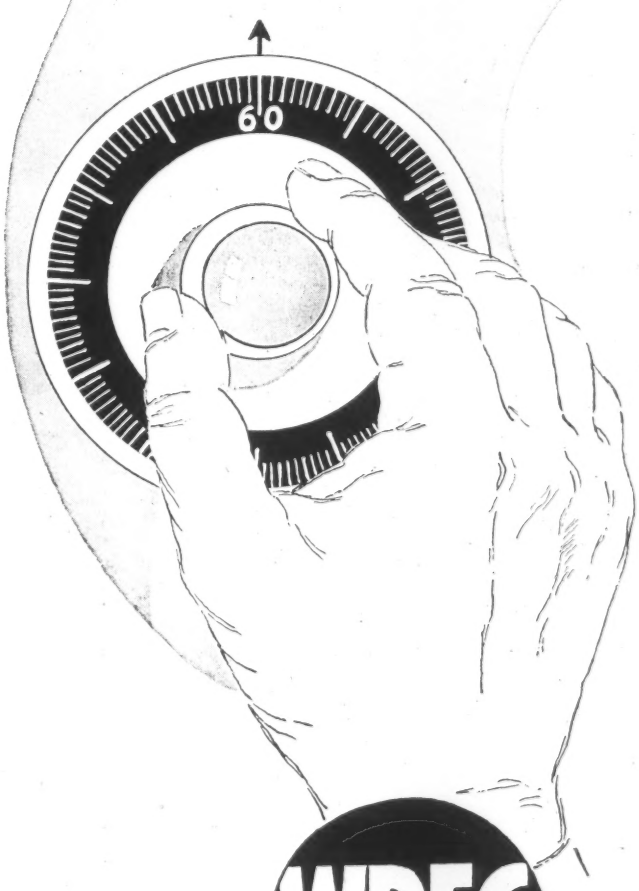
EDITOR:

I have seen today, for the first time, the column run in your April 20 issue of BROAD-

KITE
NO DOUBLE SPOT . . . we sell one thing at a time!
NO SECRET RATES . . . the other guy never buys it for less
on KITE
AIMS
San Antonio's Leading Independent
Nat'l Rep. John E. Pearson Co.

WJW
CLEVELAND'S *Chief* STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED BY
H-R REPRESENTATIVES

Right Combination



Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—It's the right combination for advertisers too. WREC delivers the "Better Half" of both Metropolitan and Rural listeners with a single schedule. Check with your Katz man. He has the latest Standard Audit & Measurement Reports and Hooper Ratings to prove it . . . and, here's the best news of all . . . the cost is 10% LESS per thousand listeners than in 1946.

WREC **MEMPHIS NO. 1 STATION**

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS

Want to catch the big ones, year-'round, with RADIO?

Winter or Summer, your best Kentucky radio buy is always WAVE—the 5000-watt station that covers the Louisville Trading Area *thoroughly*, with no waste.

This area alone accounts for *55.3% of the State's total retail sales—51.3% of its food sales—59.8% of its drug sales!* It also accounts for more than a quarter million car and portable radios to keep people "radio-active", whether they're at home or on the go!

Any way you look at it, radio is your best bet in Kentucky, and WAVE radio is the cream of the crop.

5000 WATTS
NBC AFFILIATE •
WAVE
LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

CASTING • TELECASTING with a story about my change in position. . . .

In the first place, my position at Foote, Cone & Belding is an account supervisor on the Dairy, Poultry and Margarine Division of the Armour account. The supervisor for all divisions of the entire account at Foote, Cone & Belding is Mr. W. R. Forrest.

Also, I do not "oversee the use of all media" on the Armour account, as stated in your article.

In addition, my work as an account executive at J. Walter Thompson Company covered only Libby, McNeill & Libby, and my activity on the other accounts was in a merchandising capacity. . . .

Clyde E. Rapp,
Foote, Cone, & Belding
Chicago

Testimonial

EDITOR:

. . . B•T has contributed more to my education in the past, is doing so from week to week, and will undoubtedly continue to do so for many years to come, far more than any other single source of information. . . .

John A. Cory
Vice President
Free & Peters
Chicago

Doctor's Dilemma

EDITOR:

We referred recent items from B•T on folding FMers, plus items page 93 (Detroit FM interest increase) and page 66 (WEMP-FM power hike) April 7 issue to our "Family Physician" for analysis and advice. Being an outstanding grad from Common Sense Promotion College, his immediate diagnosis: Strangulation due to acute duplication.

Surprisingly enough, he gave no prescription (Not even for sugar pills of "Bonus Coverage").

Evidently remedial medicine is available to all at their local dispenser of ideas and separate programming, sold under various trade names such as Transit Radio, Storecasting, and perhaps most popular, Good Music.

James Johnson
Cincinnati, Ohio

Infernal Machine

EDITOR:

We are being defeated by the same destructive instrument which has built the gigantic federal payroll—the Mimeograph.

. . . Hundreds of alleged specialists are selling the major manufacturers of the nation on an advertising budget of "mailings" of promotional material to radio, television and newspapers. The stuff . . . is clearly marked "home hints," "farm news," "contest material" or what have you.

Stations who fall victim and respond in any way to the material find themselves on a list prepared by the specialist, to sustain his own position and salary. I shudder to think of the hundreds of thousands of dollars which might otherwise be diverted to advertising of benefit to the manufacturers but which is actually used for salary and Mimeograph paper—biting for free time . . .

William N. Udell
President
WIMS-AM-FM Michigan City, Ind.

XUM

No. 4 of a series

Anonymous people who add up to well known buying power in the area of

WCCO-TV

Public Opinion

photo . . . Ralph Hobbs, Jr. . . . Mpls.

Measured in calls to or calls from?

The young ladies who man our switchboard—have their own Audience measurement system.

Our pulse ratings . . . high as they may be . . . are based upon telephoning viewers. At the end of 30 *days* the calls are translated into ratings.

In 30 *minutes* any girl at our switchboard rates public opinion of any given program by the way her board suddenly comes to life.

We're a forthright people in the Northwest: If we like your program we phone or write to say so.

If we believe in your message about your product . . . we go to the store and buy it!

The Paul Bunyan Buy!

WCCO

CBS

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

100,000 WATTS TV Channel 4

RADIO...830kc...50kw and **TELEVISION**...ch 4...100kw...

For dominant coverage of the Northwest Market

The Basic Benefits

Select these Stations for SPOT RADIO

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

SPOT RADIO

2 "Choice of Stations— Your Own Choice!"

by JOHN A. CORY
V. P. and Midwest Manager

When you "buy stations" on any other basis than personal selection, station by station, you automatically get some top outlets, some medium ones, and some that are downright puny. Whatever network you buy, and whether you want farmers or flappers, housewives or Hopalongs, you'll get a lot of what you *don't* want.

The answer, of course, is Spot Radio. With this most flexible, economical, effective medium, you can buy the *best* station or stations (for *your* needs) in any market you choose. You can buy "farm stations" only — or stations that concentrate on urban and suburban families. You can choose stations that appeal most to *your* best prospects, whatever their age, sex, race, economic or cultural status may be. You can use *any* stations you want, regardless of network affiliations.

Look now at the stations on the opposite page. All of them are *top buys* for Spot Radio — very probably the *best* choices for *you.*

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

Seattle-Tacoma

. . . . plus!

with KTNT-TV

(soon to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

Seattle (corporate limits)	467,591
Tacoma (corporate limits)	143,673
Balance, King County	300,809
Balance, Pierce County	150,027
SEA-TAC AREA	1,062,100

This is the PLUS:

Thurston County (Olympia)	46,200
Kitsap County (Bremerton)	79,300
Snohomish County (Everett)	115,500
Mason County (Shelton)	15,600
PLUS AREA	256,600
TOTAL— SEA-TAC and PLUS AREA	**1,318,700**

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing . . . it is populated with people able to buy (net effective buying income, $5162 per family; well above national average). As of March 15th, there were 243,000 television sets in the 418,100-family area . . . and set sales continue good.

Write or wire for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11

Affiliated with CBS and DuMont Television Networks
Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEED TELEVISION; represented in Pacific Northwest by ART MOORE & SON Seattle and Portland.

our respects

to FRED WOODWARD ALBERTSON

"AL-BERTSON"

Everyone in Washington who has had occasion to call Fred W. (for Woodward) Albertson knows that vocal signature when the junior partner of the Washington law firm of Dow, Lohnes & Albertson answers a telephone call.

And, as the new president of the Federal Communications Bar Assn., the group of lawyers who specialize in practice before the FCC, many more will come to know that hearty and welcoming telephone hail.

There are in every industry a small group of selfless individuals who quietly and unassumingly work for the betterment of their profession or their business. Such a one in the field of broadcasting administrative practice is Fred Albertson.

Fred Albertson is both a lawyer and an engineer. It is in this relationship of communications law and engineering that Mr. Albertson brings his talents to bear. Having the confidence of both groups, he has served as a connecting bridge in many a situation which saw both professions initially at odds with each other. The results have been good for broadcasting.

Mr. Albertson's communications engineering background comes to him naturally. His father was a railroad telegrapher and station master at the Pere Marquette's stop at Fairgrove, Mich. His mother, too, was a Western Union telegrapher. Mr. Albertson doesn't recall a time that he did not know the Morse Code. He laughingly says that as an infant he cried in dit-dah's.

Fred W. Albertson was born in Fairgrove in 1908. During his high school days there he pursued his communications background by helping in the construction of WBCM (then WSKC) Bay City, and WMPC Lapeer, Mich. He received his amateur license in 1924, commercial operator's license in 1925, and used it to earn a part-time salary as relief operator at WBCM and at WMPC. He worked on yacht radio installations at shipyards in Bay City, 16 miles from Fairgrove.

Following his graduation from Fairgrove High School, young Albertson went to the U. of Michigan from which he received an A.B. in 1931 and a law degree in 1934.

Although not in the collegiate sense, Fred Albertson was something of a "big wheel" at Ann Arbor. With his communications background, he worked on radio systems and equipment for a number of U. of Michigan expeditions. At the time Mr. Albertson was a student, Michigan scientists were active in Mesopotamia (archaeology), South Africa (astronomy) and Greenland (meteorology). In fact, the first direct intercommunication of expeditions between the Arctic and the Antarctic was the result of young Albertson's work—at Ann Arbor in 1929 he interconnected the Michigan meteorological expedition in Greenland with Admiral Richard Byrd's South Pole group.

Engineering courses vied with law courses for Mr. Albertson's interest as an undergraduate, and although law won out, a few more credits would have given him an engineering degree too. Nowadays it doesn't mean that much to him—he is a registered Professional Electrical-Communications Engineer in the District of Columbia.

A year after Mr. Albertson received his LL.B., he joined the Washington law firm of Dow & Lohnes, where fraternity brother Horace Lohnes (Delta Theta Phi) was already established. In 1944, the firm became Dow, Lohnes & Albertson. It is considered the third largest in number of legal associates, in the capital and one of the most active not only in practice before the FCC, but also before the Federal Trade Commission, Civil Aeronautics Commission, Securities & Exchange Commission, Interstate Commerce Commission and in tax and other administrative legal activity.

Mr. Albertson's engineering background has led him to be a member of many technical societies, and it is through this means that he has kept abreast of the developments in electronics which have benefited not only his clients, but also the industry as a whole.

He is a senior member of the Institute of Radio Engineers and is a member of the board of editors of the *Proceedings of the IRE*. He is a trustee of the Washington (D. C.) Section of the IRE, and was chairman in 1946-47. He was a co-founder of the U. of Michigan Radio Club (first president, 1928-32); of the Washington Radio Club (president, 1939), and of the Engineers Club of Washington (a director). He is a member of the Academy of Television Arts & Sciences, Radio Pioneers and the Philosophical Society of Washington.

On the legal side, Mr. Albertson is a life member of Delta Theta Phi legal fraternity. He was a charter member of the Federal Communications Bar Assn., was chairman of various committees, and occupied offices which culminated this year in his election as president. He is a member of the American Bar Assn., American Judicature Society, and on the executive council of the Administrative Law Section, District of Columbia Bar Assn.

As can be surmised, Mr. Albertson's overriding hobby is radio. He is an active "ham" and has what he calls a "basement laboratory" at home. Although he does not actively follow it now, at one time prestidigitation caught his interest. He still is a member of the Society of American Magicians.

In 1942 he married an office colleague, fellow attorney Catherine Frances Dolan. The Albertsons have two children, Fred Jr., 7, and Helen Dolan, 5.

When people have money to spend . . . they'll *spend* it. And, people in the rich Roanoke area have a per-family income 20% above the national average and 34% above the average in Virginia. In actual figures that means an income of $5,867 per year.*

If your product has distribution in Virginia . . . if you are interested in tapping a significant source of revenue . . . you can't afford to overlook Roanoke . . . one of the nation's fastest growing industrial markets.

RETAIL SALES IN ROANOKE

People in the Roanoke area spend more than ¾ billion dollars in retail stores during the year. Here are more figures* that are real eye-openers.

Food Sales	$180,541,000
Auto Sales	151,766,000
Drug Sales	23,667,000
Effective buying income	$1,188,788,000

PEOPLE *ARE* RICHER IN ROANOKE

For the most complete and effective TV and Radio coverage of this rich market, call your Avery-Knodel man. He will give you the eye-opening story about WSLS and WSLS-TV.

**Sales Management, 1953 Survey of Buying Power*

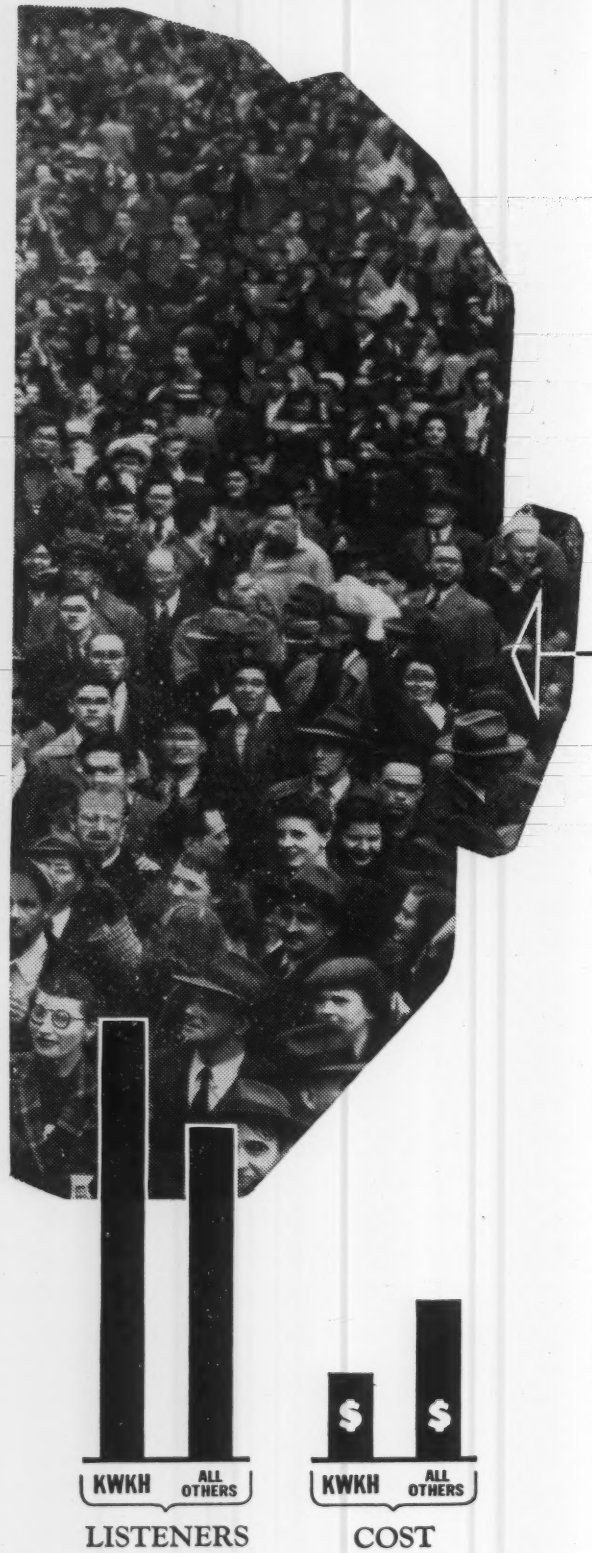
WSLS · AM · FM and now TV

ROANOKE, VIRGINIA

NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **AVERY-KNODEL** MAN TODAY



KWKH delivers 22.3% more listeners than all other Shreveport stations combined— for 55.8% of their cost!

Compare KWKH's total Average Daily Audience with that of Shreveport's four other stations *combined*, and you find KWKH is still out in front *by more than 22%! Yet KWKH costs 44.2% less!*

These audience figures were compiled from the new Standard Station Audience Report—the more conservative of the two audience studies made in this area in recent years.

You know the reasons for this superiority—balanced programming, nationally-famous local shows, outstanding public service, big, experienced staff, 50,000-watt, Clear-Channel reception.

Write direct or ask your Branham Company man for the whole KWKH story.

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio · SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING TELECASTING

May 11, 1953 Vol. 44, No. 19

VITAPIX CORP. SPREADS; 40 TV OUTLETS IS GOAL

Expansion of Vitapix Corp. into a nationwide film distributing syndicate, to serve an anticipated 40 owner TV outlets in as many top markets, is in the works, announces new Board Chairman John Fetzer, who reveals that 20 stations are virtually committed. Former NBC executive Frank Mullen is named president, with Robert Wormhoudt to serve as executive vice president and William Broidy to become vice president.

EXPANSION of Vitapix Corp. into a nationwide, TV station-owned film distributing syndicate—with Frank E. Mullen, former NBC executive vice president, as president—was announced last week by John E. Fetzer (WKZO-TV Kalamazoo, Mich.), new chairman of the board.

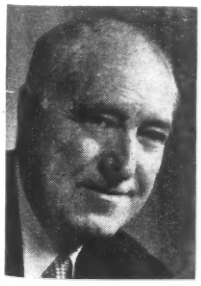
Organized three years ago and beginning operations last year [B•T, Nov. 3, 1952], the $1 million Vitapix Corp. will engage in rental and distribution of film features for the benefit of its cooperative owners.

Plans call for the stock participation of TV stations in the top 40 U. S. markets. Already committed, or having been invited to participate, are 20 television stations.

Vitapix activities are scheduled to move into high gear after a stockholders and directors meeting June 3 in Chicago.

Mullen at Helm

Mr. Mullen takes over the helm of Vitapix after having served as NBC executive, as president of the late G. A. Richards stations (WGAR Cleveland, WJR Detroit and until recently KMPC Los Angeles), as an officer of Jerry Fairbanks Inc., and as a broadcast management consultant.



Mr. Mullen

Mr. Fetzer is chairman of the NARTB's TV Code Review Board and owner of WJEF Grand Rapids and part owner of WMBD Peoria.

Robert H. Wormhoudt, formerly Vitapix president, was elected executive vice president. Mr. Wormhoudt was sales manager of Unity Television Corp. before joining Vitapix.

William F. Broidy, president of William F. Broidy Productions Inc., was re-elected vice president of the cooperative distribution company. Don G. Campbell, owner of the D. C. Electric Co., Hollywood, electrical equipment supplier to the film industry, was re-elected treasurer and Horace L. Lohnes of the Washington law firm of Dow, Lohnes & Albertson, was re-elected secretary.

The new officers were chosen at a meeting in Los Angeles during the NARTB convention two weeks ago. The following board also was elected at that time:

Mr. Wormhoudt

Messrs. Fetzer, Mullen and Lohnes and J. Leonard Reinsch (WSB-TV Atlanta and WHIO-TV Dayton, Ohio), J. E. Baudino (WBZ-TV Boston, for Westinghouse Radio Stations Inc., of which he is executive vice president), G. Richard Shafto (WIS-TV Columbia, S.C.), R. A. Borel (WBNS-TV Columbus, Ohio), O. L. (Ted) Taylor (station representative and TV applicant at Wichita, Kan., where he owns KANS), and Howard Lane (TV applicant for Portland, Ore., and Seattle, Wash., where he is one of the principal owners of KOIN and KJR, respectively).

Original Stockholders

Vitapix now includes original stockholders Fetzer Broadcasting Co. (WKZO-TV Kalamazoo), RadiOhio Inc. (WBNS-TV Columbus, Ohio), Dow, Lohnes & Albertson, William F. Broidy and Don G. Campbell.

The following stations have indicated they intend to become stockholders: WBZ-TV Boston, WSB-TV Atlanta, WHIO-TV Dayton, WIS-TV Columbia, S. C., WPIX (TV) New York and WDSU-TV New Orleans.

Invitations to become members have been extended to stations in Philadelphia, Chicago, Los Angeles, Seattle, Louisville, Detroit, San Francisco, Omaha, Syracuse, Phoenix, Denver, Minneapolis, Portland, Ore., and other markets.

Vitapix owns 27 Johnny Mack Brown western features, now being run in 32 markets. It also owns an Easter feature film, station slides, a group of filler shorts and film loops (rain, snow and other scenes).

In addition to acting as a buying agent for its member-stockholders in securing film and distributing it to member stations and others, Vitapix is organized to engage in other film operations, such as production. It already is engaged in procuring and selling production aids for local station use.

Corporately, Vitapix consists of 10,000 shares of preferred stock at $100 par, and 10,000 shares of common stock with a declared value of $100.

Statements Issued

These statements were issued after the announcement last week of the expansion of Vitapix Corp. and the election of Mr. Mullen as president:

Board Chairman Fetzer said:

"After three formative years our organization has evolved a successful working formula. As part of that plan I am delighted and pleased to welcome Mr. Frank Mullen as president of Vitapix Corp. and the election of Mr. Mullege but consider it an honor to be associated with a board of directors consisting of men whose outstanding leadership in the industry is recognized by all. Our group is looking forward to a vital role in the development of television affairs."

Mr. Fetzer

Mr. Mullen said:

"I have accepted the presidency of Vitapix with great pleasure, first because of the opportunity to become associated with the outstanding men and organizations that constitute its strength and guarantee its success; and secondly, because of the obvious need for the type of services Vitapix can render the public through its member television stations. I believe that film syndication is a necessity to meet the service needs of the television audience, the station and the advertiser. Vitapix, now a station-owned film distribution syndicate, will become increasingly successful as it operates to meet the triple requirements of licensee responsibility, program quality and economic stability. I welcome this opportunity to serve and to renew active association with my friends of many years' standing."

SPONSORSHIP of Milwaukee Braves games home and away by Miller Brewing Co. on WTMJ Milwaukee is negotiated by Ed Ball (l), Mathisson & Assoc., Milwaukee, and Neale V. Bakke, WTMJ sls. mgr.

RAYVE CREME Shampoo will be boosted on five evening shows weekly over MBS under contract signed by MBS Pres. Thomas F. O'Neil (l) and Charles T. Lipscomb Jr., pres., Pepsodent div., Lever Bros. Co. [B•T, April 27]. Rayve will get half of each show under Mutual Multi-Message Plan.

$10,000 SPOT saturation contract on KOWH Omaha for second year is renewed by Ben Novak, pres., Rosen-Novak Auto Co., Hudson and used car dealers. Seated (l to r): Ed Rosen, gen. sls. mgr., Rosen-Novak; Mr. Novak; James Lipsey, Universal Adv. Agency. Standing: Bud Armstrong, KOMH acct. exec.; Todd Storz, station mgr.

WGN Chicago and Martin J. Kelly Inc., Chrysler-Plymouth dealer, complete negotiations for Ernie Simon disc show, each Sunday (7:30-11:30 a.m.) for 52 weeks. Conferring (l to r): William A. McGuineas, WGN com. mgr.; Mr. Simon; Mr. Kelly; Ed Guy, Schwimmer & Scott agency.

RADIO CITED TO EXPORT ADVERTISERS

Martinez calls the AM medium 'backbone of any advertising campaign' in Latin America. He warns American advertisers of competition from abroad.

RADIO was pictured as "the backbone of any advertising campaign" in Latin America at a session Thursday of the Fifth International Convention of the Export Advertising Assn. at the Hotel Plaza in New York.

In a speech titled "Radio & Television in a Competitive Market Today," A. M. Martinez, vice president of Melchor Guzman Co., Inter-American station-representation firm, declared that radio's pre-eminence in Latin America rested on its ability to give "mass coverage for mass sales."

Pointing out that there are more than 1,001 commercial radio stations in Latin America, he said that "the largest portion of the budgets for advertising is allocated to radio and now a good share is diverted to television." He stated that this was "particularly true" in Cuba and Mexico and added that the same pattern is developing in Argentina, Brazil, the Dominican Republic and Venezuela.

Mr. Martinez sounded a warning to American advertisers on the competition they are facing from British, German, Japanese and Latin American manufacturers. He declared these competitors have learned how to advertise profitably by using American methods, particularly "the value of radio broadcasting as a means to create mass sales."

In connection with raising of standards, Mr. Martinez made mention of a round-table discussion at the Inter-American Assn. of Broadcasters convention at which recommendations were formulated for approval by the board of directors of the association. He summarized them as follows:

(1) Standardization of spot announcements with respect to length; (2) standardization of the minimum length of program time; (3) standard maximum for program commercial copy; (4) issuance of new rate cards three months in advance of date of application; (5) rate increase protection to advertisers of three months from the date the increase becomes effective; (6) stations and advertisers to consider as bad practice and lack of good ethics the offering or soliciting of rates other than the printed rate card, and (7) no station to accept commercial programs unless it is fully agreed that payment is in accord with the printed rate card in effect.

In evaluating television's impact on the Latin American market, Mr. Martinez pointed out that television is in the growing stage, adding:

"To get an idea of the progress made by television in the last two years, let us look at recent reports: Today there are 20 television stations in full operation, 41 under construction, plus 17 applications for new stations. Before this year is over, there should be 30 television stations in operation."

He declared that the cost of producing films in the U.S. "alarms the export manager whose budget is somewhat limited," and recommended that many TV commercial films produced in the U.S. for domestic use be adapted for use abroad as one means of lowering costs and that others be made abroad "from start to finish."

Mr. Martinez conducted a demonstration of TV filmed commercial spots produced for the Spanish-speaking market in this country and in Cuba.

Other speakers included James A. Farley, board chairman of Coca-Cola Export Corp., and Arthur C. Nielsen, A. C. Nielsen Co., who discussed "The Economic Setting for International Selling."

Fitzhugh Granger, manager of merchandising service in foreign operations for International Harvester Co., Chicago, was presented with the Export Advertising Assn.'s annual award in the field of international advertising and marketing.

Kenyon & Eckhardt Plans Merchandising Canvass

KENYON & ECKHARDT, New York, is mailing questionnaires to every broadcasting station and network—both radio and TV—on the air in the U. S., asking for a detailed report on merchandising services available to the station's advertisers. Results of the survey will be published in B•T after the study.

Prepared by the agency's promotion and research department, questionnaires cover all types of merchandising services offered by stations, from on-the-air support to personal calls on retailers carrying the sponsor's product. When completed, the study is expected to present a definitive picture of merchandising services available to advertisers buying time on the nation's radio and TV stations and networks.

Survey was prompted, the agency says in its covering letter, by "the keen interest clients and agencies are showing in station merchandising and promotion."

Kushins Elected Hoge V. P.

EDWARD L. KUSHINS, vice president and general manager, Huber Hoge & Sons, has been elected executive vice president and assistant to the president, Cecil Hoge. Leon Appel succeeds Mr. Kushins as vice president and general manager, and Philip Steinberg becomes vice president and controller.

PATTI PAGE, star of *Scott Music Hall*, chats with Harry C. Pardee (l), vice president and advertising manager of the Scott Paper Co., and D. A. Prouty, Scott's retail sales manager. Miss Page is star of Scott's musical program seen on NBC-TV alternate Wednesdays. Mr. Prouty was in New York prior to leaving on an eight-week European tour with seven other American businessmen, to give European businessmen a picture of American selling and marketing techniques.

CAPELLE ATTESTS RADIO STRENGTH

IS RADIO on its last legs? O. B. Capelle, advertising manager of Miles Labs, Elkhart, Ind., doesn't think so — and he said as much to the Grand Rapids (Mich.) Advertising Club in a speech May 1.

Mr. Capelle

Mr. Capelle feels he has a "pretty good answer to those who think radio has lost her bounce."

He described Miles' five-week offer last year on *One Man's Family* of "Mother Barbour's Recipe Book" to listeners who sent in a Bactine (antiseptic, cleanser and deodorant) box top and 25 cents.

"This show, of course, is on the complete NBC network, but even so, we were greatly surprised and gratified when we received a total of 234,000 requests for the book."

This year, Mr. Capelle said, the firm's advertising agency advised a similar plan, and "Father Barbour's Memory Book," containing nostalgic items about the radio family, which has been on the air 25 years, was offered for five weeks ending April 23. The same box top and 25 cents were required.

"So what happened? . . . Well, when we counted requests yesterday, the total for the Memory Book was over 255,000—and the mail is still coming in strong. In other words, we are getting better results this year than we did last."

Thurman Barnard Dies

THURMAN L. BARNARD, 55 former advertising agency executive and a consultant in the International Information Administration of the State Dept., which he joined in March 1951, died in Washington last Monday. Mr. Barnard in 1920 joined N. W. Ayer & Son and was vice president and manager of the Detroit office until 1943. He served in an executive capacity with the Office of War Information during World War II and from 1946 to 1951 was with Compton Advertising Inc., New York, as executive vice president, board member and director of the firm's plans board.

Direct Mail Volume Up

DIRECT MAIL Assn. reported last week that the estimated dollar volume of direct mail advertising used by U. S. business during the first three months of 1953 was $313,925,404, representing a gain of approximately 6% over the first quarter figures for 1952. The March 1953 estimated dollar volume was given as $113,955,380, as against $100,214,245 for March 1952.

Pearson Sells Weekly Show

DREW PEARSON's transcribed weekly radio show has been purchased by 173 stations and 165 local sponsors, the news commentator has announced. The sales are said to give Mr. Pearson nearly as large a coverage as he had while on ABC.

NEW BUSINESS

Spot

Kenwood Cake Co., L. A., to start spot announcement campaign in Denver, Kansas City, Omaha, Washington and San Diego. Campaign already underway in Los Angeles. Agency: Erwin, Wasey & Co., L. A.

Network

George A. Hormel & Co., Austin, Minn. (meats and meat products), renews *Music with the Hormel Girls* on CBS Radio (Sat., 2-2:30 p.m. EDT) for 52 weeks, effective May 16. Agency: BBDO, Minneapolis.

Service Station Supply Co., L. A. (division of Wilco Co.), starts *Bob Garred News* on 10 ABC radio Pacific Coast stations, Mon., Wed., Fri., 7:30-7:40 a.m. PDT, for 13 weeks from May 18. Agency: C. Church, More & Co., L. A.

Lever Bros. Co., N. Y. (Lux), starts *Lux Summer Theatre* on CBS Radio, Mon., 9-10 p.m. (EDT), June 1 for 14 weeks. Series, based on famous novels and stories, is summer replacement for *Lux Radio Theatre* which returns to network Sept. 7 to start 20th year. Agency: J. Walter Thompson Co., L. A.

Continental Baking Co., N. Y. (Wonder bread and Hostess cake) effective May 6 for 52 weeks will sponsor entire Wednesday program of *Howdy Doody* on NBC-TV (Mon.-Fri., 5-6 p.m. EDT). Previously advertiser sponsored only 5:45-6 p.m. Wednesday segment. Agency: Ted Bates & Co., N. Y.

Bristol-Myers Co., N. Y. (Sal Hepatica, Mum), extended *Hollywood Barn Dance* on 10 Columbia Pacific Radio Network stations, Sat., 8-8:30 p.m. PDT, for 10 weeks from May 9. Agency: Young & Rubicam Inc., N. Y.

Pabst Brewing Co., Chicago, begins 15-minute news show on Alaskan Broadcasting System to supplement its TV coverage of Wed. evening CBS-TV fight telecasts. Thrice-weekly news program, *Alaska News for Alaskans*, is being aired for 26 weeks over KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka.

General Products Corp., L. A. (Looz dietary supplement), renewed *Stuart Craig Show* on 22 Columbia Pacific Radio Network stations, Sat., 9:30-9:45 p.m. PST, for 52 weeks from April 25. Agency: Dean Simmons Adv., L. A.

Agency Appointments

Home Products International appoints Dillion-Cousins & Assoc., N. Y., for Anacin, effective July 1, in Latin-America.

United Packers Inc., Chicago (manufacturers and canners of Red Crown canned meat products), appoints Olian & Bronner Adv., Chicago. **Robert J. Ross** is account executive.

The Milwaukee Braves appoints Mathisson & Assoc. Inc., Milwaukee.

Wesson Oil & Snowdrift Sales Co., New Orleans, appoints Fitzgerald Adv., New Orleans.

Karl's Shoe Stores Ltd., L. A. (retail chain in Calif., Ore., Wash., Ariz. and Tex.), appoints Walter McCreery Inc., Beverly Hills, Calif. Radio-TV will be used.

British Commonwealth Pacific Airlines, Sydney, Australia, appoints Brisacher, Wheeler & Staff, S. F.

Wellworth Pickle Co., Paterson, N. J. (Bar-B-Q relish), names Fred Gardner Co., N.Y. Radio and TV will be used.

A. Wander Ltd., Peterborough, Ont. (Ovaltine), appoints McConnell, Eastman & Co. Ltd., Toronto.

Flintridge Div., Oriental Foods Inc., L. A. (quality food products), appoints Mottl Adv. Agency, that city. **Charles A. Mottl** is account executive. TV will be used.

Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho and Old English products), appoints Brooke, Smith, French & Dorrance Inc., S. F.

Vitamin Corp. of America, N. Y., appoints Kastor, Farrell, Chesley & Clifford Inc., N. Y., for Calometric Weight Control, effective immediately.

John Middleton Inc., Phila. (pipe tobacco), appoints Lee Ramsdell & Co. Inc., same city. **Gerald F. Selinger** is account executive.

Hill Packing Co., Topeka, Kan., appoints Comer & Reames Inc., Kansas City, Mo. Radio and TV will be used.

Shorts

Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., opens new office, 1250 Wilshire Blvd., L. A., under direction of **Harvey West,** former account executive in S. F. office.

Hicks & Greist Inc., N. Y., acquires additional space in Graybar Bldg. Radio-TV dept. will be located in Suite 400.

Ruthrauff & Ryan Inc., Hollywood offices, has consolidated with Los Angeles offices at 3440 Wilshire Blvd. Telephone is Dunkirk 8-0571.

Douglass Joins Ted Bates As Radio-TV Director

JAMES C. DOUGLASS, vice president in charge of radio and television, Erwin, Wasey & Co., New York, effective May 15 joins Ted Bates & Co., also New York, in the newly created post of director of radio and television.

Mr. Douglass

Before joining Erwin, Wasey, Mr. Douglass had been with Colgate-Palmolive-Peet Co. as radio and television coordinator. Prior to that he served in the U.S. Navy with lieutenant commander rank. He formerly was production manager for CBS in St. Louis and program director of Central States Broadcasting System.

His successor at Erwin, Wasey has not been named.

Western Division Growth Cited by Ziv TV's Rifkin

INCREASE in Ziv TV sales in the 11-state western division to 167 current contracts and the growth of personnel in that area from one to five were reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs Inc.

He noted that Walt Kingsley, currently western division sales manager, opened Ziv TV's office in Los Angeles 18 months ago, and the staff presently includes: Jack Gregory, Washington and Oregon, with headquarters in Seattle; Jack Brumback, northern California and Nevada, headquarters in San Francisco; George Dietrich, southern California, Arizona, and New Mexico, headquarters in Los Angeles, and Leon Wray, Utah, Idaho, Montana, and Wyoming, headquarters in Denver.

Study Shows Beverage Firms Buy 36% of CTI Films

RESULTS of a study made by Consolidated Television Sales to determine the classification of advertisers who have bought the firm's TV filmed programming at the local level in the past eight months has been announced by Peter M. Robeck, CTI general manager.

Breakdown on classification of local and regional advertisers who have bought Consolidated programs is as follows:

Beverage, 36%; food, 26%; appliances, 12%; automotive, 10%; dry goods, 8%; banks and utilities, 3%, and miscellaneous, 5%.

The programs distributed by Consolidated, upon which the study was based, included *Front Page Detective, Public Prosecutor, Hollywood Half Hour, Jackson and Jill, Ringside With the Rasslers, Going Places With Uncle George,* and several seasonal sport series.

Mr. Robeck noted that Consolidated has completed more than 500 sales during its first eight months of operation.

KTYL-TV Buys 7 UTP Shows

UNITED Television Programs announced Thursday at Los Angeles it had sold seven shows to KTYL-TV Mesa, Ariz. The shows are *Heart of the City, Royal Playhouse, Counterpoint, Sleepy Joe, Hollywood Off Beat, Double Play* and *American Barn Dance.* UTP said it sold a total of 15 shows at the NARTB Convention.

Amos 'n' Andy Sales

TOTAL of $500,000 in sales of the *Amos 'n' Andy* TV film series was made in one day following CBS-TV's NARTB Convention announcement that the show, heretofore a CBS-TV network feature, had been made available for syndication, Wilbur S. Edwards, general sales manager for CBS Television Film Sales, reported last week. He said stations which had bought the series for local or regional sales included outlets in New York, Chicago, Houston, Los Angeles, Lubbock and Phoenix. First release of the series on a market-by-market basis is set for July 1.

PRODUCER and advertising representatives visit the sponsor as these men concerned with production of *Foreign Intrigue*, filmed TV series sponsored by P. Ballantine & Sons (Ballantine ale), tour the Newark, N. J., brewery. Enjoying what they sell are: (l to r) James Clarkson, J. Walter Thompson Co.; Sheldon Reynolds, show's producer; Henry Gorski, Ballantine advertising manager, and Howard Reilly, J. Walter Thompson Co.

Consolidated Sells 10

COMPLETION of 10 sales of its "Station Starter Plan" during the NARTB convention, raising the total number of subscribers to 36, was announced last week by Consolidated Television Sales.

Under the plan, Consolidated supplies new TV stations with a package of nine filmed program series at a cost to the station of a weekly fee equal to the station's Class A hourly rate.

Two Usury Suits Filed

TWO SUITS charging usury and asking treble damages were filed last Monday in Los Angeles Superior Court by Marty Martyn and Ted Kneeland, producers of quarter-hour syndicated TV film series, *Double Play*. Named in the first suit for $24,108 are Jacques Leslie, plaintiffs' former attorney; Richard Hungate, his law partner; Philip Wain, accountant, and Joseph Shane, financier. Defendants in the second suit for $20,794 are Messrs. Leslie and Hungate. Both suits were alleged to be based on two different sums which the plaintiffs said they borrowed from the defendants.

Dual Theatre-TV Release

KAY FILMS Exchanges, Atlanta, is circulating a letter among Hollywood agencies requesting information on the possibility of tying together TV film episodes for theatrical feature release in several major cities.

Desilu Productions, Hollywood, has completed an integrated three-episode feature film based on the CBS-TV *I Love Lucy* series. Its success may prompt other TV film producers to do likewise with episodic products, agency executives predict.

MCA TV Adds Two Offices

ADDITION of two sales offices by MCA TV Ltd., raising total number of offices throughout the country to 10, was announced by the company last week. The firm is the film division of the Music Corp. of America. Robert Canavan, sales promotion director of KROD El Paso, has been appointed manager of the new Atlanta office, and David Abbott, TV sales representative for WBZ-TV Boston, manager of the Boston office.

Film Sales

NBC Film Div.'s *Hopalong Cassidy* program has been sold to **KROC-TV** Rochester, Minn., **KIT-TV** Yakima, and **KFTL-TV** Ft. Lauderdale, raising total markets to 105, **John B. Cron,** national sales manager of the division, reported last week. He said recent sales have increased total markets on *Dangerous Assignment* to 103; *Douglas Fairbanks Presents* to 67, and *The Lilli Palmer Show* to 19.

* * *

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Fairmont Foods, Omaha, Neb., two 20-second films through **Allen & Reynolds. Continental Airlines,** Denver, five 20-second films through **Galen E. Broyles Co. Mountain States Telephone and Telegraph Company,** Denver, two 60-second films. **Gray Audograph Company,** New York, one 60-second and three 20-second films. **West Coast Airlines,** Seattle, one 60-second film through **Wallace Mackay Co. Prince Dog Food,** North Platte, Neb., three 60-second films through **Curt Freiberger & Co.**

* * *

United World Films, Universal City, until recently the inactive TV films subsidiary of Universal-International, has completed 12 one-minute video film commercials for **Colgate-Palmolive-Peet Co.** (Lustre-Creme), featuring Hollywood name stars. Agency is **Lennen & Newell Inc.,** Beverly Hills.

* * *

KNXT (TV) Hollywood has acquired exclusive rights for a period of 15 months to 29 British motion pictures. Contract was negotiated by **Don Hine,** KNXT (TV) program director, with **Nathan Kramer,** president of American-British TV Movies Inc.

Availabilities

What to Do, a first-aid film series of six programs produced by the **American Medical Assn.,** will be released June 15 to local stations for public service showings through local medical societies. Directed by **Mitchell Grayson** and under medical supervision of **Dr. W. W. Bauer,** AMA director of the Bureau of Health Education, the series will star **Nancy Craig,** WABC-TV New York personality.

* * *

Preview of "Deeds and Dreams," 12-½-minute film produced for the **United Jewish Appeal,**

XUM

IOWA PEOPLE *Work-Play-Live* BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

After all is said and done, you can't watch television, read newspapers, thumb through magazines, or pass billboards — while you push an iron. But you *can* listen to radio while doing the ironing — and that's exactly what most Iowa women do.

The 1952 Iowa Radio and Television Audience Survey proves that Iowa radio users spend more than twice as much time with radio as with all other media *combined.* Iowa women reported themselves as using the radio 44.6% of all the weekday time they are at home and awake. (45.9% of the women using radio-equipped automobiles listen while they drive, too.)

And oh yes — 68.5% of all Iowa families hear WHO *regularly,* daytime — as compared with 31.9% for Station B!

Write for your copy of the Survey, *today.* It's authentic, reliable, valuable and amazing. . .

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Perfect climate fors

...sales . . .

year-round!

Like the weather, sales in Southern California conform to a steady year-round pattern, rather than fluctuating with the seasons. And KNX provides the perfect atmosphere for sales – Fall, Winter, Spring... and good old Summertime.

BRISK SUMMER TRADE:

Take Summer as a year-round sales barometer: Your customers in Southern California make exactly one-quarter of their total annual purchases in July, August and September, in perfect balance with the other three quarters of the year. These Summer sales alone amount to almost two billion dollars – more than the people of Toledo, Omaha, Fort Worth, Tampa, and Jersey City *combined spend in a whole year!*

CONTINUOUS CASH-INFLUX:

Year-round, free-spending vacationers (with thousands upon thousands of portables and car radios) flood Southern California resorts. Last year these visitors numbered three and a half million. And 38% of them arrived in the three Summer months.

STEADY AIR ACTIVITY:

Through all the seasons, too, radio listening stays at the same high level. In Los Angeles and Orange counties alone 379,020 families have their radios tuned in during the average Summertime quarter-hour, compared with 368,370 families in the Fall.

And KNX – any month, any season – reaches more of your potential customers than any other station in Southern California!

SALES FORECAST:

For Los Angeles and vicinity, moving masses of your product to be followed by rising profits... when you use 50,000-watt KNX *year-round.*

Los Angeles · CBS Owned KNX

Represented by

CBS Radio Spot Sales

was held in New York Thursday. The film, which points up the problems facing Americans in their efforts to strengthen Israel's economy, will be made available to television stations throughout the country in connection with UJA's current drive to raise $144,524,000.

Distribution

Snader Releases Inc., Beverly Hills, has acquired TV distribution rights to "Let's Find Gold," 54-minute western shot in color especially for video by **Tahoe Pictures.** The film is first in a proposed series of TV features.

Production

Return of *Smilin' Ed McConnell and His Gang* this fall to network radio and television, presumably ABC and CBS-TV, was announced by **Leo Burnett Co.,** advertising agency, in Chicago. The program is filmed on the West Coast by **Frank Ferrin Production Agency,** with Leo Burnett as the agency handling the Brown Shoe Account. The agency said the list of stations to carry the program will be announced shortly.

* * *

Dynamic Films Inc., New York, has begun shooting dramatic reading series, *On Stage With Monte Wooley*, starring the actor. Poe's "The Cask of Amontillado" and Chekov's "The Boor" are the first programs completed. The series will be handled through the **William Morris Agency.**

* * *

Screen Gems Inc. has begun production of *The Big Playback*, a 15-minute filmed sports show. The program, which will be produced in cooperation with **Telenews Productions,** already has been sold to the **Ethyl Corp.** for showing on some 40 TV stations, according to **Ralph Cohn,** vice president and general manager, Screen Gems.

* * *

Filmcraft Productions, Hollywood, has set first seven half-hour films in *Mark Twain Television Theatre* series to be directed by **Irving Pichel. Robert Nathan** and **Siegfried M. Herzig** are adapting "The Man Who Corrupted Hadleyburg," "The California's Tale," "Capitoline Venus," "Mrs. McWilliams and the Lightning," "Recollections of Joan of Arc," "How to Make Dates Stick" and "The $30,000 Bequest."

* * *

Pilot film in **NBC-TV's** *Letter to Loretta*, proposed series starring **Loretta Young,** is being completed at RKO Pathe Studios, Culver City. Packaged by **William Morris Agency,** the film is directed by **Robert Florey** and produced by **Tom Lewis.**

* * *

John W. Loveton & Bernard Schubert Productions, Hollywood, headquartered at Goldwyn Studios, are producing a pilot film for the *Topper* half-hour TV series. **NBC-TV** is reported interested in five pilot films for possible syndication of the series.

* * *

Robert Maxwell Assoc., Hollywood, has acquired all rights to "Lassie," used as a motion picture dog series by MGM, and plans summer production on half-hour color TV film version. Location tentatively scheduled for Wisconsin.

* * *

Paramount Television Productions, New York, has given its new half-hour dramatic series the title of *Mayfair Mystery House*. It is being produced in London by **Edward J.** and **Harry Lee Danziger.**

Random Shots

Filmack Studios, Chicago (TV film commercials), is offering free to clients a newly-designed storyboard laid out in three sections—allowing space for audio and video, and additional space for background and action. The board is designed to provide aid to the producer and agency in explaining story and picture content to the client. Storyboards may be obtained by clients and others in advertising trade by writing to Filmack, 1324 S. Wabash Ave., Chicago 5.

* * *

Screen Gems, Hollywood, is moving its offices to 1334 N. Beachwood.

* * *

Film-Art-Service, animated art service for TV production companies, has moved to 1587 Broadway, New York 36. Telephone: Circle 6-2426.

* * *

Sol Lesser Productions, Culver City, Calif., moves office to 411 N. La Cienega Blvd., Los Angeles. Units making the shift are **Roadshow Attractions, Thalia Productions, Odyssey Productions, Sequoia Productions, Principal Pictures Corp., Real Adventure Films Inc.,** and **Jungle Adventure Films.**

* * *

Television, a 10-minute film designed specifically for use in new TV market areas, has been produced by **RCA Victor** and is being shipped to the company's distributors. The purpose of the film is to point up the quality and diversity of today's TV programs. To give a quick cross-section of the many different programs being offered, the film incorporates scenes from *You Bet Your Life*, telecasts of Toscanini and the NBC Symphony Orchestra, *Dangerous Assignment* and *Hopalong Cassidy*. Continuity is provided by the comments of **Dave Garroway,** narrator.

* * *

National Assn. of Manufacturers reports that its weekly TV film series, *Industry on Parade*, currently is presented in 85 TV markets. The series is now in its 131st week.

Film People

Warren Glinert of the Blumfield Corp., New York, has been appointed Ohio Valley area sales representative of **Consolidated Television Sales,** filmed TV program firm, covering Ohio, Kentucky, West Virginia and Indiana.

* * *

Cecil B. deMille will be chief consultant on matters relating to the International Motion Picture Service, a branch of the International Information Administration, according to **Dr. Robert L. Johnson,** IIA administrator.

KIVA-TV Yuma, Ariz., which plans to begin operations July 1, signs for its first TV film series with Arrow Productions, Hollywood. Pact is for *Ramar of the Jungle*, for 52 weeks. Leon Fromkess (l), Arrow executive producer, negotiates the deal with Park Dunford, KIVA-TV president-general manager. Station is the 29th to acquire the series.

'LUCY' HEADS NIELSEN TV LIST

CBS-TV received top rating in A. C. Nielsen Co.'s report on television viewing the first week of April, but six of the ten programs were on NBC-TV. Ratings, figured on both the basis of number of homes reached and percentage of homes reached, follows:

NIELSEN-RATING*
Number of TV Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,914
2	Colgate Comedy Hour (NBC)	11,552
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,866
4	Texaco Star Theatre (NBC)	10,524
5	Goodyear TV Playhouse (NBC)	9,932
6	Dragnet (NBC)	9,876
7	You Bet Your Life (NBC)	9,688
8	Pabst Blue Ribbon Bouts (CBS)	9,608
9	Fireside Theatre (NBC)	9,370
10	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,334

Nielsen "Number of TV Homes Reached" provides estimate of audience delivered by each program's average telecast. It is based on all electronic measurement of performance of virtually fixed cross-section sample of all TV homes.

Per Cent of TV Homes Reached
In Program Station Areas

Rank	Program	Homes (%)
1	I Love Lucy (CBS)	67.0
2	Texaco Star Theatre (NBC)	55.3
3	Arthur Godfrey's Scouts (CBS)	53.1
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	52.2
5	Colgate Comedy Hour (NBC)	52.1
6	Dragnet (NBC)	48.4
7	Goodyear TV Playhouse (NBC)	47.3
8	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (NBC)	45.1
9	Pabst Blue Ribbon Bouts (CBS)	44.4
10	You Bet Your Life (NBC)	43.7

Nielsen "Per Cent of TV Homes Reached in Program Station Areas" gives relative measurement of audience obtained by each program in particular station areas where it was telecast—all TV homes in those station areas able to view telecast being taken as 100%.

Factors causing differences in performance of programs include not only program appeal but number, strength and popularity of stations; strength of surrounding programs, and time of day.

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

'Lucy,' 'Godfrey' Top Videodex

CBS-TV's *I Love Lucy* and *Godfrey & Friends* programs won first and second places, respectively, in the April Videodex Reports for both percentage and number of TV homes reached. Listing of top ten network shows by Videodex, based on April 1-7, is as follows:

PROGRAM	CITIES	HOMES (000)
1. I Love Lucy (CBS)	69	56.1
2. Godfrey & Friends (CBS)	59	48.3
3. Dragnet (NBC)	64	43.1
4. Talent Scouts (CBS)	37	42.2
5. Groucho Marx (NBC)	72	42.1
6. Texaco Star Theatre (NBC)	58	39.8
7. Your Show of Shows (NBC)	66	37.0
8. Toast of the Town (CBS)	51	36.2
9. Our Miss Brooks (CBS)	29	35.1
10. Comedy Hour (NBC)	70	34.3

PROGRAM	CITIES	HOMES (000)
1. I Love Lucy (CBS)	69	12,476
2. Godfrey & Friends (CBS)	59	10,054
3. Groucho Marx (NBC)	72	9,152
4. Dragnet (NBC)	64	8,584
5. Texaco Star Theatre (NBC)	58	8,063
6. Your Show of Shows (NBC)	66	7,525
7. Comedy Hour (NBC)	70	7,431
8. Talent Scouts (CBS)	37	7,342
9. All Star Revue (NBC)	64	7,221
10. Toast of the Town (CBS)	51	6,975

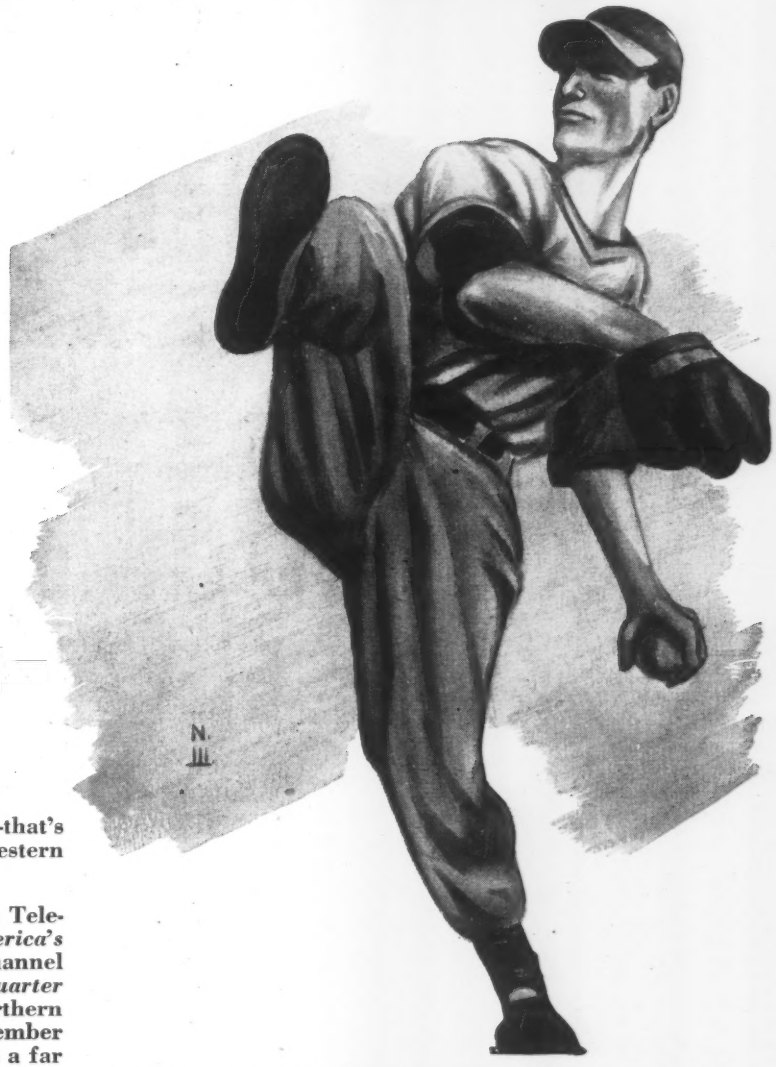
CBS Leads In Extra-Week

JACK BENNY led the list of top Nielsen-rated radio programs for the extra week of March 29 to April 4. All but one of the programs was

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT...

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!



WKZO-TV in television, WKZO-WJEF in radio—that's the record-scoring line-up for winning the Western Michigan market.

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—*America's 25th television market!* WKZO-TV's brilliant Channel 3 picture is received perfectly by more than *a quarter million* TV sets in 28 Western Michigan and Northern Indiana counties. And here's the payoff: The December 1952 Videodex Report shows that WKZO-TV gets a far greater share of audience than Western Michigan's other television station—86.9% more afternoon viewers, *129.3% more evening viewers!*

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, cost only 92.9% as much as the next best two-station combination in these two cities, *yet deliver 62.6% more city listeners!* February-March, 1952 Hoopers credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. And the February, 1952 Pulse credits WKZO with as many or more listeners—morning, noon and night—*as all other stations combined!*

It will pay you to get all the Fetzer facts. Write direct or ask Avery-Knodel.

Maury McDermott of the Louisville Colonels set this American Association record in a 1949 game with St. Paul.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

XUM

CBS TELEVISION NETWORK

WMAR-TV is FIRST with Viewers

WMAR-TV is FIRST with Advertisers

WMAR-TV is FIRST with Researchers

In Maryland, most people watch **WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

a CBS feature. The ratings are:

NIELSEN-RATING *

Rank	Evening, Once-a-Week Program	Homes (000)
1	Jack Benny (CBS	5,818
2	Amos 'n' Andy (CBS)	5,505
3	Lux Radio Theatre (CBS)	4,923
4	Charlie McCarthy Show (CBS)	4,789
5	People Are Funny (CBS)	4,520
6	Our Miss Brooks (CBS)	4,162
7	My Little Margie (CBS)	3,804
8	You Bet Your Life (NBC)	3,670
9	Godfrey's Talent Scouts (CBS)	3,580
10	Suspense (CBS)	3,580

(*) Homes reached during all or any part of program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used. Number of homes based on 44,756,000 (1953 estimate of total U. S. radio homes).

Copyright 1953 by A. C. Nielsen Co.

27 Network Shows Also Spot

OF 176 network TV commercially sponsored programs on the air during the first three months of 1953, 27 also were sponsored on a spot basis in one or more cities in addition to their network telecasts, the *Rorabaugh Report on Spot Television Advertising* for the quarter reports. The breakdown:

Eight of the TV network programs were placed on a spot basis in one additional city; five programs in two additional cities; three programs in three cities; three programs in four cities; one program each in 6, 7, 11, 12, 13 and 17 cities, and two programs in 34 cities — *Ozzie & Harriet*, and *Greatest Fights of the Century*.

TELESTATUS®

Weekly TV Set Summary—May 11, 1953—Telecasting Survey

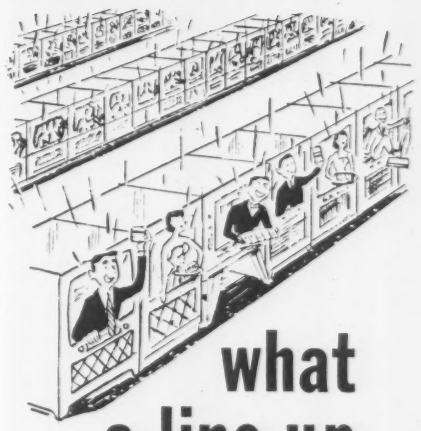
Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	24,131	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	310,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,524	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,385,878	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	184,459	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,232,696	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV WEEU-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	140,131	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	254,100	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*

*** Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.**

Total Sets in Use 22,835,733



what a line up..

332,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 332,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency

1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

PROCTER & GAMBLE IS TOP SPENDER IN TELEVISION NETWORK TIME BUYS

Firm again tops list in February with gross time purchases of $1,237,970. In total gross TV network time purchases, figures for February and for January-February compared to like periods last year show over-all time sales rise.

PROCTER & GAMBLE Co. again in February was the top spender for TV network time, with gross time purchases of $1,237,970 for the month. This is slightly ahead of the P&G total TV network billings for February 1952 of $1,153,070. In both months, and also for those in between, P&G was the only advertiser to spend more than $1 million monthly for TV network time (before discounts).

Analysis of figures on advertisers' use of time on the four TV networks compiled by Publishers Information Bureau, from which the P&G data were derived, shows also that the top 10 TV network clients in February (Table I) are the same 10 which headed the roster in February 1952, although not in the same order.

More change is indicated by Table II, list of top TV network clients for each class of business advertised in this medium during February. Of the 21 categories shown, 13 are led by the same company which was listed in that position for February 1952.

Table III, listing the total gross TV network time purchases of all advertisers using the medium, tabulated by product classes, with figures for this February and January-February compared to those for the like periods of last year, shows an over-all rise in time sales from $14.8 million in February 1952 to $15.9 million in February 1953.

When the number of advertisers using network television in the two months is compared, PIB records show 29 food clients to 36 the year before, nine advertisers of smoking materials to 10 last February, 21 to 19 toiletries advertisers, seven to eight advertisers of soaps and cleansers, 14 to 11 household equipment advertisers and, in the automotive category which ranked fifth in February 1952, the change was from 12 companies then to 10 in February 1953. Over all, there were 167 TV network advertisers in February 1952 and 152 in February 1953.

* * *

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN FEBRUARY 1953

1	Procter & Gamble Co.	$1,237,970
2	Colgate-Palmolive-Peet Co.	794,824
3	R. J. Reynolds Tobacco Co.	669,418
4	American Tobacco Co.	548,478
5	Lever Brothers Co.	517,082
6	General Foods Corp.	469,305
7	Liggett & Myers Tobacco Co.	400,810
8	General Mills	378,730
9	General Motors Corp.	374,745
10	P. Lorillard Co.	341,694

* * *

TABLE II: LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1953

Apparel, Footwear & Accessories	Cat's Paw Rubber Co.	$ 61,320
Automotive, Auto., Access. & Equipment	General Motors Corp.	306,185
Beer, Wine & Liquor	Pabst Brewing Co.	162,040
Confectionery & Soft Drinks	Sweets Co. of America	128,928
Consumer Services	Electric Cos. Advertising Program	41,004
Drugs & Remedies	American Home Products Corp.	199,550
Food & Food Products	General Foods Corp.	469,305
Gasoline, Lubricants & Other Fuels	Texas Co.	139,800
Household Equipment & Supplies	General Electric Co.	315,840
Household Furnishings	Armstrong Cork Co.	98,340
Industrial Materials	Reynolds Metals Co.	109,200
Insurance	Prudential Insurance Co. of America	51,750
Jewelry, Optical Goods & Cameras	Speidel Corp.	57,660
Office Equip., Stationery & Writing Supplies	Hall Brothers	77,580
Publishing & Media	Curtis Publishing Co.	48,984
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	RCA	158,520
Smoking Materials	R. J. Reynolds Tobacco Co.	669,418
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,003,378
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	617,068
Transportation, Travel & Resorts	Greyhound Corp.	49,878
Miscellaneous	Quaker Oats Co.	47,850

TABLE III: GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY 1953 COMPARED TO SAME PERIOD IN 1952

	February 1953	Jan.-Feb. 1953	February 1952	Jan.-Feb. 1952
Apparel, Footwear & Accessories	$ 248,504	$ 500,149	$ 363,187	$ 706,880
Automotive, Auto. Access. & Equip.	1,137,549	2,631,364	1,226,113	2,490,531
Beer, Wine & Liquor	381,794	748,874	551,070	1,104,858
Bldg. Materials, Equip. & Fixtures	.....	.....	73,636	141,646
Confectionery & Soft Drinks	503,302	1,023,003	482,865	942,316
Consumer Services	64,860	86,916	19,920	39,840
Drugs & Remedies	804,329	1,701,696	423,622	814,647
Food & Food Products	2,790,800	5,830,010	2,933,086	5,849,222
Gasoline, Lubricants & Other Fuels	246,690	561,982	374,083	803,038
Household Equipment & Supplies	1,261,513	2,507,258	851,748	1,748,025
Household Furnishings	273,842	530,970	193,995	396,700
Industrial Materials	385,404	766,184	366,030	706,311
Insurance	98,490	201,540	27,580	65,950
Jewelry, Optical Goods & Cameras	243,001	473,971	157,987	300,407
Office Equip., Stationery & Writing Supplies	77,580	155,160	193,920	413,370
Political	....	.....	46,168	46,168
Publishing & Media	51,705	105,426	52,683	106,295
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	271,238	610,513	419,815	806,755
Retail Stores & Direct By Mail	———	23,175	108,000	210,950
Smoking Materials	2,598,158	5,541,090	2,204,470	4,569,413
Soaps, Cleansers & Polishes	1,784,776	3,570,964	1,562,649	3,247,011
Sporting Goods & Toys	.....	15,038	.....	.....
Toiletries & Toilet Goods	2,478,449	5,173,761	1,972,737	4,000,585
Transportation, Travel & Resorts	49,878	98,037	———	———
Miscellaneous	156,926	327,067	180,683	346,688
TOTALS:	$15,908,788	$33,184,148	$14,786,047	$29,857,606

Source: Publishers Information Bureau

Ziv's 'FBI' 1953 Sales May Top 1952 Record

GROWING sales of *I Was a Communist for the FBI* radio series indicate that 1953 may top its billings in 1952 (when the program was heard on 718 stations), the Frederic W. Ziv Co. reported last week. Authorities said they already had received renewals in about 75% of the cases, and that around 50 new sales have been made.

The second year's sales effort, it was pointed out, will be highlighted by an expanded promotion, advertising and merchandising campaign, including a $50,000 essay contest conducted in cooperation with the national headquarters of Disabled American Veterans.

ALTON WHITEHOUSE (r), district representative of Frederic W. Ziv Co. in Philadelphia, shows Edward Rogers, Ziv New York representative, some of the features in promotion material which helped Ziv's radio program, *I Was a Communist for the FBI* reach the point where second-year sales may exceed the first year's.

NAEB Offers New Series

NATIONAL Assn. of Educational Broadcasters' new four-week series titled "The People Talk Back," has been made available to the 127 NAEB member stations. It began May 2 on WNYC-AM-FM New York. Programs run an hour and a half with exception of the second broadcast in the series which ran an hour. Recorded series features opinions of private citizens in opposition to or agreement with noted political figures on such issues as the controversial 1952 Immigration Act, corruption in government, radio-TV coverage of Congressional hearings, and peace with the Soviet Union.

UP Names Johns, Thornton

APPOINTMENTS of Dale M. Johns and Howard C. Thornton to UP as Central Div. business manager and business representative, respectively, have been announced by S. Edmund Steeves, Central Div. manager. Mr. Johns has been a UP regional business representative and has been with the organization since 1941 with time out for military service. Mr. Thornton, formerly Minneapolis bureau manager, joined UP in 1948.

(1)

KDUB-TV signed on the air November 13,1952,"FIRST IN WEST TEXAS-FIRST ON THE SOUTH-PLAINS".

(2)

KDUB is the South Plains station with experience. This smooth running team of top-notch personnel, working with the best of equipment, assures you of the best telecasting in your South Plains market.

(3)

The CBS and Dumont network shows are strong on KDUB. The South Plains is a booming, entertainment-hungry market channeled on the experienced station-KDUB-TV.

AVERY KNODEL, Inc.
National Representative

(4)

EFFECTIVE POWER { 35,000 WATTS VISUAL / 17,500 WATTS AURAL

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

W. D. "Dub" Rogers
President

Mike Shapiro
Commercial Mgr.

Ross-Danzig, CBS Inc. Sued by Moore

SUIT for $1 million damages was filed April 29 in Los Angeles Superior Court against CBS Inc., Bart Ross, Frank Danzig, program packagers, and Ross-Danzig Productions by William H. Moore, disc m.c. personality known professionally as Peter Potter. Mr. Moore, who conducts the weekly 90-minute *Juke Box Jury* on KNXT (TV) Hollywood, charges defendants, who produce a weekly hour *Platterpanel* on the same station, with infringement and imitation and seeks an injunction to halt further telecasts.

Former program features six guest panelists who vote new record releases a "hit" or "miss," while the latter has a permanent panel of four men who vote on favorite all-time recordings submitted by three guest stars. Both programs are sold out on a participation basis.

KNXT (TV) reportedly bought *Platterpanel* to prevent any other station from scheduling it opposite *Juke Box Jury*.

Complaint was filed through Hollywood attorneys Fendler, Weber & Lerner and Marvin Freeman of Freeman & Taub.

General Films Signs

NEW DAILY television column, "Inside TV," described as the "first and only exclusive TV column covering all the TV centers of America," has been signed for 10 years by General Features Corp., according to Eve Starr, author of the viedo feature.

Miss Starr, former Hollywood correspondent for European and Latin American magazines, said the feature already has been accepted by 11 newspapers. Each column on television contains editorials, criticism, developments, gossip and brief biographies of stars. The column began April 27.

Vanderpoel-Hauser Artists

NEIL VANDERPOEL, staff announcer for WSUN St. Petersburg, Fla., and Al Hauser, publicity director of Hotel Taft, New York, have formed Vanderpoel-Hauser Artists Corp., specializing in local radio-TV production and promotion in the Tampa Bay area. Headquarters have been opened in Room 610, Florida Theater Bldg., St. Petersburg. Telephone: 5-3072.

RECORD TURNOUT AT AWRT MEET

Workshop panels, presentation of "Mike" awards highlighted sessions at Atlanta's Hotel Biltmore.

RECORD attendance of more than 300 delegates to the American Women in Radio & Television annual convention at Atlanta's Hotel Biltmore April 30-May 3 was reported last week by the AWRT convention reports committee.

During the four-day conference, which included seven workshop panels and business meetings conducted by active members, five new directors-at-large were elected to serve through the coming year. New directors are:

Nena Badenoch, radio-TV relations director, National Society for Crippled Children, Chicago; Betty Barnett, TV director-producer, KSD-TV St. Louis; Jane Barton, program director, New York State Radio-Motion Picture Bureau; Betty Ross, NBC Chicago assistant director of public affairs and education, and Gertrude Trobe, women's director, WBVP Beaver Falls, Pa.

Highlights of the banquet, held May 2, were presentation of the *McCall's Magazine* gold "Mike" awards to eight AWRT members, and an address by NARTB President Harold E. Fellows. "Mike" awards, presented by Daniel D. Mich, editorial director of *McCall's*, were won by the following:

Ann Holland, WBAL-TV Baltimore; Christine Spindel, WDIA Memphis; Phyllis Adams, NBC-TV New York; Miss Badenoch; Mary Morgan, CKLW Windsor, Ont. (Detroit), and Madeline Long, WCCO-TV Minneapolis. Absentee awards also were given to radio-TV singing star Jo Stafford and Evadna Hammersley of KOA Denver, who were unable to be present.

Harold E. Fellows, NARTB president, traced the transition of broadcasting into a sight-sound medium. Experience has shown, he said, that those who have sold radio time can sell TV; those who have programmed radio can also program TV. The most important element in broadcasting, he said, is the public.

Mr. Fellows urged AWRT members to work sympathetically and constructively with all educational endeavors. He vigorously denied the charge that NARTB opposes educational telecasting, explaining the association feels educators should not be given an unfair competitive advantage over commercial outlets.

Among highlights of the seven daytime workshop-panel sessions, dealing with various phases of radio-TV operation and management, the following were listed:

"What's Ahead for Women's Programs?"—Dorothy Fuller, WBET Brockton, Mass., chairman; Duncan MacDonald, DuMont TV director of women's programs and president of AWRT New York chapter, moderator. Speakers: Miss Holland; Barbara Welles, MBS-WOR New York; Edythe Fern Melrose, WXYZ Detroit, and Norma Young, KHJ Los Angeles. Participants agreed that although sponsored women's programs sometimes have low audience ratings because of their specialized content, the commercials carry a strong impact, and that "it takes a woman to sell to women."

"A Show Is Born"—Doris Corwith, NBC New York, chairman; D. Mitchell Cox, vice president, Pepsi-Cola Co., moderator. Speakers: Robin Chandler, TV star; Martin Manulis, producer-director; Arnold Shulman, radio-TV-motion picture writer, and Richard Uhl of Sullivan, Stauffer, Colwell & Bayles, New York. How a TV writer's work may be revised at the last minute, how a performer copes with last-minute production problems, and the "headaches" which result in each phase of TV production, were described.

"The Its and Bits of Television" — Bess Wright, WKMH Dearborn, Mich., chairman; Miss Barnett, moderator. Speakers: Elizabeth Bain, WGN-TV Chicago; George Heineman, NBC Chicago; Babette Doniger, TV Snapshots, New York; Martha Rupprecht, CBS New York, and Betty McCabe, Sherman & Marquette, New York. Even though the live-versus-film controversy is dying out, according to the panel, stress was laid on the importance of live programming.

Other Sessions

"Effective Public Service Programming"—Jane Dalton, WSPA Spartanburg, S. C., chairman; Henriette K. Harrison, radio-TV consultant, New York, moderator. Speakers: Kit Fox, special service director, WLW Cincinnati; Gertrude Grover, WHCU Ithaca commentator, and Miss Barton.

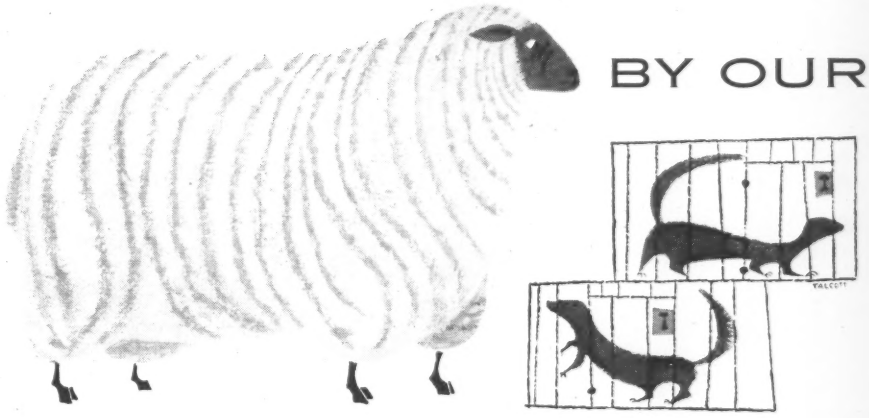
"Management Policies & Program Building for the Independent Radio Station"—Alice Friberg, WCYB Bristol, Va., chairman; Ruth Trexler, ABC New York, moderator. Panelists: Dolly Banks, manager of WHAT Philadelphia; Christie Meade, president, WESC Greeneville, S. C., and Mary Foy, general manager, WSWN Belle Glade, Fla.

"Operational Activities Behind the Scenes"—Elizabeth Marshall, WBEZ Chicago, chairman; Glenn C. Jackson, managing director of WAGA-AM-TV Atlanta, moderator. Panelists: Betty Brocklage, WHAM-TV Rochester; Dorothy Kemble, MBS New York; Edith Ford, WLWA (TV) Atlanta; Fern Hawks, WHBF Rock Island, Ill., and Para Lee Brock, WAGA-TV. It was stressed that a central clearing point around which programming, continuity, and other departments revolve, is a "must" in station operation.

"Take a Look at Yourself"—Harriet Sabine, New York, chairman; Phyllis Adams; Martin Stone Productions, New York, moderator. Participants: Harriet Pressly, WPTF Raleigh; Nancy Osgood, WRC-WNBW (TV) Washington, and Robert B. Griffen, *The Pastor's Study*, Atlanta.

NEW FACSIMILE service of International News Service and International News Photos is displayed by General Manager Seymour Berkson to agency executives at the INS annual business meeting. Looking at samples are: (l to r, front row) Louis Allwell, INS sales manager; Saul Flaum, INP sales manager; Barry Faris, INS editor-in-chief; Mr. Berkson; John A. Brogan Jr., foreign sales director; Frank J. Nicht, general sales manager; (back row) Robert W. Brown, INS business manager; Charles Bauer, INP assistant general manager; John M. Cooper, radio-TV news director; Robert H. Reid, TV sales manager; E. C. Stein, INP editor.

DON'T JUDGE OUR WOOL



BY OUR MINK

Every so often someone buys a 24-page special section in The New York Times. Costs a lot of money, but, we're told, it pays off.

Four-page, full-color inserts in Life magazine don't go for peanuts either. But people buy them and, chances are, they get value received.

Does this mean that *all* newspaper and magazine advertising is expensive? Of course not. You don't *have* to buy 24-page sections or 4-page inserts; you can buy small space too. You, the advertiser, decide whether you are going small or going big. The advertising medium itself isn't expensive, unless you want to *dominate* the space. Then it does cost money, and . . . it's worth it.

Same way with television.

A full-hour, star-studded show in choice evening time will *dominate* the TV schedule. Like those four-page inserts, it costs money, but . . . it's worth it. On the other hand, you can buy a six-minute daytime TV segment on NBC-TV for $3,400. And three million people will see your commercial.

Network Television, like newspapers and magazines, lets you decide how much "space" you need or can afford. $3,400 on NBC-TV is a good investment, and not a costly one. If you spend more than $3,400 you'll get a proportionally greater value. So, if you want to advertise your product on television, don't let all this talk about high costs scare you away. If you'll give us a call today, we'll be glad to develop with you a schedule on NBC Television that fits your advertising budget.

NBC

a service of Radio Corporation of America

"FOLLOW THAT MAN!"

He's RALPH BELLAMY..

whose exciting "Man Against Crime" adventures—retitled "Follow That Man" —are *now* available **FIRST-RUN** in many television markets.

Ralph Bellamy—the "Man Against Crime"—already has a vast following that numbers millions of TV families every week!

Now, these same swiftly-paced films, made expressly for television, are being offered to local or regional advertisers for first-run sponsorship in many important TV cities. These are the same half-hour programs—featuring the same unique outdoor locations and realistic action—that have earned "Man Against Crime" an average nationwide rating of 35.7.*

Another MCA-TV Advertising Showcase, "Follow That Man" brings a ready-built audience acceptance and a can't-miss sales formula to local and regional television. Your customers *will* follow that man! For all details, contact your nearest MCA-TV office.

*Nielsen national ratings, Oct. '52—March '53

another advertising *SHOWCASE* from

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*Nielsen national ratings, Oct. '52—March '53

another advertising *SHOWCASE* from

FOLLOW THAT MAN...
FIRST-RUN IN THESE TV MARKETS:

St. Louis
Providence
Milwaukee
Schenectady
Portland, Ore.
New Britain
Buffalo
Toledo
Rochester
Nashville
Grand Rapids
Wilkes-Barre
South Bend
Peoria
Roanoke
Wilmington, Del.
Oklahoma City
Utica
Mobile
Spokane
Montgomery
Jackson, Miss.
Atlantic City
Saginaw
Baton Rouge
Springfield, Mo.
Austin
Sioux City
El Paso
Amarillo
Colorado Springs
Bangor

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

MCA-TV Ltd

TV CODE BOARD STAYS INTACT

THE five-member board that has carried the TV self-regulation load since the NARTB's video code went into effect March 1, 1952, will continue the policing of commercial and program standards as a result of action taken last week by NARTB President Harold E. Fellows.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., was persuaded to remain in office for a two-year term, continuing as chairman of the board. Mr. Fetzer had indicated repeatedly he wanted to give up the chairmanship because of business pressures in operating the Fetzer radio and TV properties.

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Kobak Cites Greater Need for Good Research

NEED for objective and impartial research in advertising and marketing is greater today than ever before, Edgar Kobak, president, Advertising Research Foundation, said Thursday in an address to the Eastern Industrial Advertisers, Philadelphia chapter of National Industrial Advertisers Assn. No matter how expensive good research may seem at first glance, in the long run it will prove much more economical than slipshod research which costs less but does not stand up, he said.

"Millions are spent every year for advertising research, but the field still lacks the research standards and uniform methods required in any field for scientific study," Mr. Kobak stated. "One of the Foundation's goals is to remedy this situation. Today we have more than 100 experts serving on various ARF committees and on our board of directors. These are volunteers among our agency, advertiser and media subscribers. They are giving generously . . . in a united effort to establish and maintain sound research standards. This job won't be done overnight. But it will be done and done well."

Radio-TV Panel Set For AFA Convention

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The program will be a panel discussion featuring the following speakers: John Karol, vice president in charge of sales, CBS Radio; Hugh M. Beville Jr., director of plans and research, NBC; Jack Denove, president, Jack Denove Productions, Los Angeles; Charles N. Newton, television account executive, BBDO, New York, and Ben Webster, president, Videx Corp., New York.

New York Film Producers Elect Pincus President

DAVID PINCUS of Caravel Films April 30 was elected president of the Film Producers Assn. of New York. He succeeds Peter Mooney of Audio Productions.

Other officers named are Walter Lowendahl of Transfilm, vice president; Leslie Roush of Leslie Roush Productions, secretary, and Edward Lamm of Pathescope, treasurer. Mr. Mooney, Ralph Cohen of Screen Gems and Herbert Kerkow of Herbert Kerkow Inc. were elected directors of FPA.

NCTA Sets Meet June 8

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XUM

FOLLOW THAT MAN...
FIRST-RUN IN THESE TV MARKETS:

St. Louis
Providence
Milwaukee
Schenectady
Portland, Ore.
New Britain
Buffalo
Toledo
Rochester
Nashville
Grand Rapids
Wilkes-Barre
South Bend
Peoria
Roanoke
Wilmington, Del.
Oklahoma City
Utica
Mobile
Spokane
Montgomery
Jackson, Miss.
Atlantic City
Saginaw
Baton Rouge
Springfield, Mo.
Austin
Sioux City
El Paso
Amarillo
Colorado Springs
Bangor

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

MCA-TV Ltd

TV CODE BOARD STAYS INTACT

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XUM

POTENTIAL sponsors were introduced to the value of radio advertising at a recent clinic held by the National Assn. of Radio Farm Directors in Kansas City, Mo. N. C. Wright (r), assistant manager of consumer relations for International Harvester, here is in discussion with Phil Evans (l), director of KMBC-KFRM Kansas City's service farms, and Maury Johnson, Staley Milling Co.

* * *

Radio Farm Directors Boosted at Clinic

RADIO farm directors meeting in Kansas City, Mo., recently heard Leo B. Olson, advertising manager for DeKalb Agricultural Assn., say: "DeKalb was a one-horse outfit 16 years ago when we started using radio . . . today . . . we're the biggest hybrid corn seller. We see radio as the only real mass medium for the farm advertiser."

Mr. Olson's statement came at a clinic of the National Assn. of Radio Farm Directors, designed to show what the director can do for the advertiser.

A number of speakers outlined the role the farm director can play in selling farmers on their advertisers' products. Among them were:

Charley Smith, research representative, WCCO Minneapolis; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., Oklahoma City; Maurice Johnson, vice president and sales manager, Staley Milling Co., Kansas City, Mo.; Gale Blocki Jr., director of midwest sales, BAB, Chicago; George Higgins, vice president and managing director, KMBC Kansas City, Mo.; and Chuck Worcester, radio farm director, WMT Cedar Rapids, Iowa.

Pennsylvania Broadcasters Schedule Top Speakers

PROMINENT speakers will highlight the annual meeting of the Pennsylvania Assn. of Broadcasters in sessions at the Bedford Springs Hotel, Bedford, May 20-21.

Heading the list are: Harold Fellows, NARTB president; Pennsylvania's Gov. John S. Fine; Milton Eisenhower, president of Pennsylvania State College, and Arthur Pryor, BBDO.

Roy Thompson, WRTA Altoona, is in charge of the convention. Joe Connolly, WCAU Philadelphia, is program chairman. PAB president is Roger Clipp, WFIL Philadelphia.

AAAA Regional Meets Set

DETAILS of the Eastern, Central and Pacific fall regional conventions of the American Assn. of Advertising Agencies have been announced. Pacific Council convention will be held Sept. 20-23 at the Empress Hotel, Victoria, B. C.; Central Council, Oct. 9-10, Drake Hotel, Chicago, and Eastern Council, Nov. 10-11, Hotel Roosevelt, New York.

Editor Isaacs Praises TV, Tells Newsmen to Cover It

"I THINK a newspaper owes its readers good, constructive television news coverage . . . television should be praised to the skies for some of its achievements." This belief was asserted by Norman E. Isaacs, managing editor of *The Louisville* (Ky.) *Times* (WHAS-AM-TV), in a speech before the Annual Conference of News Executives at the U. of Minnesota, Minneapolis, May 8.

Speaking on "The Challange of the 50's to Newspapering," Mr. Isaacs admonished his fellow newspaper executives to "quit acting like ostriches about television and radio. They are two of the great media of the world," he observed, and "people are going to continue to listen and watch. Let's be adult about it. Let's cover radio and TV for what they are worth, for the real attention our readers give them.

"The impact of the sound and picture age on the daily newspaper thus far has been one of quivering, quavering and sheer terror. . . . Let's get up and fight with our own tools—words and pictures—that carry the dramatic story of the day's events."

"The challenge of the 50's," said Editor Isaacs, "is an old one: It is progress."

Catholic Broadcasters Meet

PREPARATION of Catholic news programs formed the basis of discussions last Saturday during the Catholic Broadcasters Assn. middle Atlantic district meeting in Atlantic City. The CBA meeting followed the Catholic Press Assn. convention there last week.

Members of CBA, which exchanges radio and TV scripts and gives assistance to Catholic broadcasters, Saturday heard lectures on religious broadcasting.

Sportscasters Name Hasel

JOE HASEL of NBC was elected president of the Sports Broadcasters Assn. at a meeting in New York last week, succeeding Don Dunphy of ABC. Other new officers are Sam Taub, WMGM New York, and Guy Lebow, WPIX (TV) New York, vice presidents; Len Dillon, WFAS White Plains, N. Y., treasurer, and Bob Allison, Voice of America, treasurer.

RTNDA To Repeat Seminar; Inter-Station Unit Formed

RADIO-TELEVISION News Directors Assn. has voted to continue co-sponsorship of the National Television News Seminar with Northwestern U.'s Medill School of Journalism on an annual basis. RTNDA's board of directors met May 2-3 at the Orrington Hotel, Evanston, Ill., immediately following the TV news seminar [B•T, May 4]. Tom Eaton, WTIC Hartford, Conn., is president of the association.

Benton Named

Another RTNDA development is the naming of Monroe Benton, WNYC New York, as chairman of the organization's inter-station cooperation committee. Appointed to serve with him are Parker Hoy, WLAM Lewiston, Me.; Dick Smith, WHB Kansas City, Mo.; Jack Morris, KTUL Tulsa, Okla. and Glenn Flint, WDAY Fargo, N. D.

Reynolds Joins RTMA

WILLIAM L. REYNOLDS, of the Washington law firm of Covington & Burling, has joined the Radio-Television Manufacturers Assn. headquarters office as staff attorney. James D. Secrest, RTMA executive vice president, said Mr. Reynolds replaces Ray S. Donaldson, who will work under direction of Glen McDaniel, RTMA general counsel.

BAB Reports Home Listening

HOME radio listening, not counting post-midnight or out-of-home audiences, is the subject of the fifth in a BAB series of reports on radio's cumulative audience. Report points out that better than 94 out of every 100 families who own radios listen to them at home in a single week, including nine out of every 10 radio-TV families. Titled "The Total Cumulative Audience of Radio," report is a four-page folder dealing with the number of families listening to all radio advertising each week.

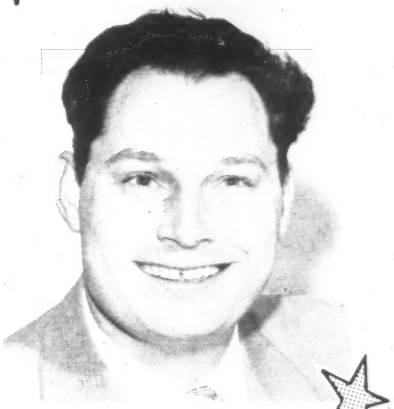
IT was all smiles when top command of American Assn. of Advertising Agencies changed hands at the annual AAAA convention held at White Sulphur Springs, W. Va. [B•T, April 27]. L to r: Earle Ludgin, president, Earle Ludgin & Co., Chicago, who was elected AAAA vice chairman; John P. Cunningham, executive vice president of Cunningham & Walsh, New York, retiring AAAA chairman, and Henry M. Stevens, vice president, J. Walter Thompson Co., New York, the association's new chairman.

These top KDYL personalities can boost YOUR sales in the Greater Salt Lake City Market

Will Wright's gift of knowing what the public likes in the way of music, together with his congenial and informal pattern of friendliness and sincerity, combine to make him one of the West's most popular disc jockeys.

Will Wright

Your sales message presented by Joe Lee is like a personal visit with the individual listener. Joe's appeal can be measured by surveys showing his ability to attract and hold more listeners than any other morning show in Salt Lake City.



Joe Lee

A favorite of radio listeners for nearly two decades is genial Allan Moll, whose loyal listeners and long experience assure you a prebuilt audience.

Allan Moll

Bill Manning's established shows boast audiences that bring results. A spot delivered by Bill is loaded with sales appeal for any advertiser.

Bill Manning

These four top personalities are four good reasons why you can be sure your spots on KDYL will be delivered on the air in a manner that really gets results.

LOOKING FOR PROOF? Here's what typical KDYL sponsors say about results from advertising on KDYL:

- **A garden tiller company enjoys 350% increase in sales in less than 4 months.** The local dealer stated: "We can definitely attribute more than 500 sales to KDYL because we sold that many as a direct result of leads furnished by the station. We would like to give credit where credit is due and thank KDYL for the good work."

- **Home appliance dealer increases volume sales of food freezer plan more than 400% in one month.** Said the manager: "During August our sales on the home freezers and food plan, as a direct result of our radio advertising on KDYL increased more than 400 per cent."

- **Health insurance company builds business from radio advertising.** Reported the owner: "The first spot by Will Wright drew six leads; subsequent announcements since that time have totaled more than nine per day. Leads for 1952 totaled more than 2,500."

Top Showmanship . . . Smart Programming
Planned Merchandising

KDYL
NBC affiliate
Salt Lake City, Utah

"First in Showmanship"

National Representative: John Blair & Co.

SEVEN MORE REPORT TV STARTS

The total commercial outlets stands at 168 with prospects of nine more getting under way this month.

SEVEN new television stations began commercial operations within the last fortnight, but none started on the day originally set as a target commencement date. (The stations had been counted by B•T in its weekly totals of operating stations. Even though not on the air with anything but a test pattern, commercial operation of the stations was due to begin momentarily.)

For the third week in a row, the number of stations counted as operating on a commercial basis is 168. These include 60 post-thaw stations, 32 vhf and 28 uhf.

Between now and July 1, 33 more stations should start programming. They are (in chronological order):

On the Air

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., affiliated with NBC-TV (began May 3). Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs (began May 1). It is the first Columbia TV station to go on the air. Due on the air between June 15 and July 1 is WNOK-TV, uhf Ch. 67.

WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television (began May 1). It is the first Fort Lauderdale TV station to go on the air. WITV (TV), uhf Ch. 17, plans to begin next October.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co., affiliated with CBS-TV and DuMont (began May 8). It is the first Muncie TV station.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna (began May 4). It is the first Saginaw-Bay City-Midland TV station.

WPAG-TV Ann Arbor, Mich., uhf Ch. 20, represented by Joseph Hershey McGillvra Inc., affiliated with DuMont (began April 27). It is the first Ann Arbor TV station.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television, affiliated with NBC-TV (began May 3). It is the first Rockford TV station.

May 15

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co. It will be the first Bellingham (Wash.)-Vancouver-Victoria (B.C.) TV station.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four TV networks. It will be the first Charleston TV station.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co. It will be the first Lafayette TV station.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. It will be the first Elmira TV station.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV, vhf Ch. 5 (a pre-freeze station).

May 17

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc. It will be the first Zanesville TV station.

May 22

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV. It will be the first Fargo TV station.

May 25

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

June 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks. It will be the first Bakersfield TV station.

LOUISIANA'S Gov. Robert F. Kennon is greeted by Tom E. Gibbons, WAFB-TV Baton Rouge vice president and general manager, as that state's Chief Executive reviews a parade celebrating opening of the new Ch. 28 outlet [B•T, April 27].

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc. Already on the air in Pueblo: KDZA-TV, vhf Ch. 3.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc. It will be the first Fort Smith TV station.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc. It will be the first Roswell TV station.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co. It will be the first Waterbury TV station.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by the Bolling Co. WGBI-TV Scranton, uhf Ch. 22, plans to start June 7.

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WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV. WTVU (TV) Scranton, uhf Ch. 73, plans to start June 1.

June 1-15

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc. It will be the first Rochester TV station.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television. Already in Buffalo: WBEN-TV, vhf Ch. 4 (a pre-freeze station).

June 15

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV, vhf Ch. 12.

June 15-July 1

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc. It will be the first Hutchinson-Wichita TV station.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbia: WCOS-TV, uhf Ch. 25.

June 21

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont. It will be the first Madison TV station.

June 1-30

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc. It will be the first Lake Charles TV station.

Saginaw Operation

• WKNX-TV in Saginaw began telecasting its regular program schedule last Monday (see above). William J. Edwards, president and general manager, said the station is carrying programs from all four networks. Howard H. Wolfe, secretary-treasurer and station manager, added that the program schedule starts at 7 p.m. The station is operating with an effective radiated power of 20 kw visual, and claims reception in communities 60-65 airline miles from Saginaw.

Other TV construction developments last week:

• WWNY-TV Watertown, N. Y., uhf Ch. 48, has set its target date for November 15. The station, which will begin operation with a 12 kw uhf GE transmitter, will utilize one studio camera and a film camera. James W. Higgins, assistant station manager, said Louis Saiff Jr. is the overall head of WWNY-AM-TV. Mr. Higgins added that there are no firm commitments with either networks or national representatives.

• WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, will begin construction of a 762-foot tower nine miles south of Fort Lauderdale, near the Dade-Broward County line, Cmdr. Mortimer W. Loewi, president of the station, has announced. Commander Loewi, who also is assistant to the president of Allen B. DuMont Labs., said the tower will be made by Ideco, is designed to withstand 200-mile-per-hour winds and will be the highest structure in Florida. The station is planning to begin testing September 30 and will operate with 286 kw visual effective radiated power. Robert W. Standard, general manager of WITV (TV), said construction is scheduled to start next month on the tower and building foundations.

WLWD (TV) Channel Shift

WLWD (TV) Dayton switched from Ch. 5 to 2 April 27, increasing its effective radiated power from 16 to 32 kw, H. Peter Lasker, station general manager, said last week, adding that the change put $300,000 in equipment into operation. The station plans to increase power to 100 kw later in the summer, he said.

Stations Advised to Seek Dept. Store Radio Drives

MAY, a home furnishings promotion month with department stores, is a good time for radio stations to solicit business from the home furnishing divisions of local stores, according to Department Store Studies, which provides a number of case studies, including copy used and sales results, indicating that radio at the retail level is most successful in selling home furnishings and appliances.

DSS also reports on two independent surveys of retail advertising, one made in the East, the other in the West, one covering newspaper advertising, the other radio, which showed the total percentage selling cost for all items—good sale, poor sale, no sale—was about 17% for newspapers and about 7% for radio.

Both studies showed that about 10% of the advertised articles did not sell at all. Poor selling items amounted to about 21% of all newspaper-advertised merchandise, about 26% of items advertised on the air. But, the selling cost of these poor items in newspapers was over 80%, while in radio it was under 5%.

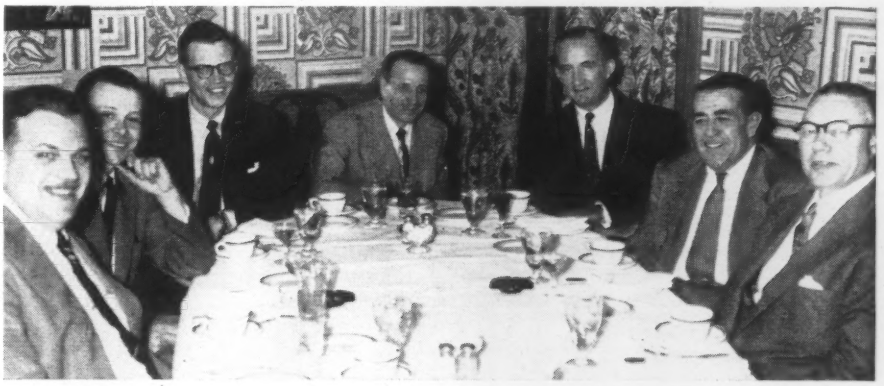
Analytical comparison of the two surveys confirmed the DSS findings that radio's best selling items were in the home furnishing divisions, and revealed newspapers to be most effective in selling apparel.

KWNO Headlines Musical

A NEW programming concept for KWNO Winona, Minn., is its *Show Time* series. The program is broadcast in Class A five nights weekly with five different sponsors, but uses the same format for all.

Featured is music from Broadway and Hollywood musicals. The 30-minute show has no script. It contains three one-minute internal commercials; music is not announced, but is recapped at the program's close.

Show Time represents one of the largest single sales in KWNO history, station said.



WSPD-TV Toledo and Weisemann Beer have contracted for a new sports program, *Sports Eye*, to be carried on the Ohio outlet in connection with the introduction of the beer into the Toledo area. Celebrating the agreement are: (l to r) Bob Wood, midwest sales manager, Storer Broadcasting Co; Al Ruhfel, TV production manager, WSPD-TV; Paul Schlessinger, Tatham-Laird Advertising Agency; Allen Haid, vice president-managing director, WSPD-TV; William Rine, vice president, northern district, Storer Broadcasting Co.; Jim Feak, Weisemann distributor, and Westford Shannon, commercial manager, WSPD-TV.

In-Store Broadcasts

GROCERLAND Co-Operative Stores has signed a 52-week contract with WJJD Chicago for some 4,000 every-hour, on-the-hour news broadcasts promoting products in its 160 area stores. The contract, effective today (Monday), rounds out the station's block programming schedule, it was explained.

Under the contract WJJD is to install amplifiers and loudspeakers in the stores, capitalizing on the in-store audience. Among firms whose products will be plugged are Royal Crown, Sawyer Biscuit Co., Salerno-Megowan and Canfield Beverages.

WBBM Buys Films

PURCHASE of 104 films worth over $260,000 from Republic Pictures by WBBM-TV Chicago has been announced by H. Leslie Atlass, vice president of CBS Central Division and general manager of the station.

Stations Make Quick Use Of Remote-Transmitter Rule

BROADCAST stations lost no time taking advantage of FCC's go-ahead on remote operation of transmitters [B•T, April 6].

The Commission's authorization, effective April 15, applied to stations with power of 10 kw or less. One week later about 50 applications had been received at FCC.

The Commission has expedited handling them and, as of Thursday, had granted authority for remote transmitter operation to 33 AM and 13 FM outlets.

It has been reported that certain TV stations are preparing to ask FCC for similar permission.

WSAZ Inc. Sets TV Clinic

WSAZ Inc., Huntington, W. Va., will sponsor a television clinic Saturday at the Frederick Hotel there, Lawrence H. Rogers, WSAZ-TV vice president-general manager, has announced. The sessions include discussions on programming, engineering, and "AM Living with TV," plus tours through the WSAZ-TV facilities.

WHLI Spots Plug WHLI

AS PART of its spring audience promotion campaign, WHLI-AM-FM Hempstead, L. I., is broadcasting a series of spot announcements by station advertisers, which not only plug their own programs but also point up the ability of WHLI to produce sales results.

Weather Boxscore

WTAM Cleveland reports that its baseball weather bulletin service is proving of value to Cleveland Indians' baseball fans. Broadcast every half hour, starting two hours before game time, directly from Cleveland Stadium, the report, according to WTAM, has persuaded fans to show up for games when bad weather threatened but did not materialize.

24 KARAT Club members rally in Buffalo, N. Y., and these Speidel and Buffalo jewelry executives take time out to discuss 1953 advertising plans with WBEN and NBC staffers. Engaged in the discussion are: (l to r) Nick Malter, WBEN-TV Buffalo sales manager; Murray Heilweil, merchandising manager, NBC New York; Robert Brennan, Speidel's New York representative; Stan Spisiak, 24 Karat Club president; Harold Rosenquist, Speidel advertising manager, Providence, R. I.; Tom Coleman, account executive, Sullivan, Stauffer, Colwell & Bayles Inc., New York, and W. J. Martin, NBC sales.

XUM

NO SALE OF WMGM, SCHENCK DECLARES

ASSERTING his faith in "radio broadcasting and its future," Nicholas M. Schenck, president of Loews Inc., announced last week that Loews' WMGM New York "is not for sale."

His announcement officially signaled the termination of negotiations in which Bertram Lebhar Jr., director of WMGM, proposed to acquire the prominent independent outlet, a 50 kw operation on 1050 kc, in an estimated $2 million deal [B•T, Jan. 12].

Mr. Schenck's statement, released in New York Friday, said WMGM "is one of America's foremost independent stations and the best known sports broadcasting station in the country," and that "no negotiations for its sale are under consideration." He continued:

"I believe in radio broadcasting and its future. It is an integral factor in the American way of life in which WMGM plays its part."

Prior to Mr. Schenck's announcement it was disclosed that some 35 to 40 employes of WMGM had been released or assigned to other duties in the Loews Inc. organization.

The move was attributed primarily to a decision to stop production of MGM Radio Attractions, transcribed programs which Mutual formerly carried for a year but did not renew. Distribution of these shows is continuing, however, although production has stopped.

Some clerical workers in the programming and sales departments, publicity, and production were among those released, in addition to a substantial number of engineers.

The announcement that WMGM is not on the market, while not mentioning personnel reductions, asserted that WMGM's recording division, which records M-G-M Records as well as those for outside customers, will continue operations without change of ownership.

KIVA-TV, Dealers Confer On Pre-Operation Plans

PREPARING for its opening in mid-July, KIVA-TV Yuma has inaugurated a dealer conference program, holding meetings of retail TV set dealers in Yuma and neighboring communities to discuss sales, installation and service policies that will work to the mutual advantage of dealers and the station. Meetings have resulted in excellent dealer cooperation, with advance displays and TV set sales at a high level, KIVA-TV reported. Its CP was received in April, and station executives expect to break ground about the middle of May.

KIVA-TV, which has no radio affiliate, is headed by Park Dunford, chief owner, and Walter Stiles, station manager. Station will be engineered by Mr. Stiles, who previously built KPHO-TV Phoenix and KOPO-TV Tucson. Studios and transmitting facilities will be located at Pilot's Knob in California, just across the Colorado River from Yuma. A sales office has been opened in downtown Yuma; another will be located in East Centro. KIVA-TV will operate on vhf Ch. 11 with authorized power of 30 kw visual, 15 kw aural. It will have DuMont transmitting and studio equipment and an RCA antenna.

WCFL to Air Grid Games

WCFL Chicago, 50 kw outlet owned by the AFL, has secured exclusive rights for broadcasts of all Chicago Cardinals 1953 professional football games, the station announced. Joe Boland will describe the games and Bob Elson, White Sox baseball announcer, will handle color.

GROUND-BREAKING duties for Midway Broadcasting Co., permittee for WPTS Pittston, Pa., are performed by Angelo W. Fiorani, president; Mrs. Fiorani, secretary, and Mrs. Terrance Gallagher Jr., executive secretary. WPTS, which expect to be on the air within two months, will be on 1540 kc with 1 kw.

New TV Permittees Plan Fall Starts

BOTH of last week's new commercial television station permittees (see story page 50) expect to start operating this fall.

Harold C. Burke, former vice president and general manager of WBAL-TV Baltimore, who received a construction permit from FCC for uhf Ch. 21 in Lancaster, Pa., told B•T Thursday that he has set a target date for this fall. Site of the new station has already been selected, he said, and added that RCA equipment is specified. Arrangements have not yet been made for network affiliation and national representation.

Mr. Burke now is serving as consultant for the Atlantic Video Corp., which is installing WRTV (TV), a new uhf outlet, in Ashbury Park, N. J. This activity will not interfere with his immediate work on the new Lancaster outlet, he stated.

Gordon Thompson, general manager of KFYO-TV Lubbock, Tex., reported that the vhf Ch. 5 station will be placed on the air as expeditiously as possible. A fall starting date is contemplated. Equipment has not been selected, and no decisions have yet been made regarding networks affiliation. O. L. Taylor Co. will be national sales representative.

All Stay Till 1959

ALL SEVEN New York area television stations will use the Empire State Bldg. tower as their transmitting headquarters, at least until April 30, 1959, officials of the building said last week. They reported that WABC-TV WNBT (TV) WCBS-TV and WPIX (TV) New York all have exercised their options to continue to use the tower until that date, which was the one already specified in the contracts of WABD (TV) and WOR-TV New York and WATV (TV) Newark.

Evans, Others Promoted In WSSB Reorganization

BOB EVANS, chief announcer and supervisor of continuity, production and publicity at WSSB Durham, N. C., has been appointed program manager of the station effective May 2. Harry Brown, former program director, goes to WNAO-TV Raleigh.

Leslie Carroll, WSSB continuity, has been named copy chief and assigned to public relations and publicity. Joe Carroll, WSSB office manager, becomes accountant-cashier manager.

Paul Lucey joins the WSSB staff to emcee a nightly request program, while Joe Humphrey joins the announcement staff. Tom O. McCaffrey, WSSB general manager, has returned to duty after a two-month illness.

WBKB (TV) Takes Duggan

TOM DUGGAN, controversial sportscaster, has been signed by WBKB (TV) Chicago to handle two programs weekly after his dismissal from NBC's o&o WNBQ (TV) that city. He will do a chatter-discussion program each Sunday, 12-12:30 p.m. CDT and a sports show each Saturday, 8:45-9:15 p.m. CDT. Mr. Duggan was dismissed by the NBC station the past fortnight for the second time in recent months for allegedly refusing to comply with standard operating procedures of the network. The dismissal involved advance submission of his television scripts.

KEAR to Test New Power

CONSTRUCTION will get underway immediately for the newly-authorized 10 kw power of KEAR San Mateo, Calif., with expectation by station officials that work and testing of new equipment will be effected within the next 90 days. Construction permit to increase from 1 kw to 10 kw, operating fulltime on 1550 kc with directional antenna day and night, was issued April 1 by the FCC [B•T, April 13]. An addition to the transmitter building already has been finished and one more tower will be erected at the KEAR transmitter site on Bayshore Highway, near Belmont, Calif., according to KEAR.

WOR-McCanns Sign New Pact

WOR New York has signed its *McCanns at Home* stars, Alfred and Dora McCann food and nutrition authorities, to a new five-year, $500,000 contract, James M. Gaines, General Teleradio vice president in charge of WOR and WOR-TV, announced last week. Mr. Gaines also reported that an afternoon version of *The McCanns at Home* would start May 11 (12:45-1 p.m. four days weekly), discussing all types of household programs, in addition to their present food and nutrition series and a weekly quarter-hour *McCann's Food Guide*.

WDOK's 45-Minute Time Sale

WDOK Cleveland, Ohio, reports "one of the largest sales of radio time to be made in Cleveland in recent months." Contract, with Miles Auto Stores, signed the local auto parts chain stores to 45 minutes broadcast time daily. Included are a 15-minute newscast, noon, Monday through Friday, and two evening mystery programs, *Boston Blackie* and *Philo Vance*.

Life in Capital

PREMIERE of *Life* magazine-WNBW (TV) (NBC) Washington documentary half-hour series, *Life in Washington*, was held at that city's Wardman Park Hotel on April 29. Carleton D. Smith, WNBW (TV) general manager, has described the series as a "pictorial report of Washingtonians at work and play." *Life in Washington* is the third city series to be presented by NBC stations or affiliates in cooperation with *Life*, the first two being *Life in Cleveland* (WNBK [TV]) and *Life in Detroit* (WWJ-TV). Similar series are planned in other NBC-TV cities. The Washington series is narrated by Frank Blair and Stuart Finley, written and produced by Jeff Baker, directed by Frank Slingland with Harriet Culley of *Life* as researcher.

'Sneak Preview' Premiere To Be Televised by KNXT

KNXT (TV) Hollywood Wednesday will premiere *Sneak Preview*, weekly half-hour program featuring motion pictures released by RKO Radio Pictures and Universal-International, Don Hine, station program manager, said last week. The series, designed to sell motion pictures on TV, is expected to be switched to CBS-TV.

KNXT has negotiated contracts with the two motion picture firms to feature their new releases. Featured on the first telecast will be 11 minutes of film clips on RKO's latest release, "Split Second," plus discussions on production problems and highlights by workers and stars.

Perry Lieber, RKO national publicity director, said he believes the program idea is the solution to the movie-video problem.

KUDL Begins Operation

KUDL Kansas City, Mo., began commercial operation last Monday, broadcasting with 1 kw daytime on 1380 kc, according to owner David M. Segal [B•T, April 20]. Peter Tripp is studio manager.

Mr. Segal

The Kansas City outlet is the sixth to be owned by Mr. Segal. His other stations are KTFS Texarkana, Ark.; WGVM Greenville, Miss.; KDMS El Dorado, Ark.; KDKD Clinton, Mo., and KDAS Malvern, Ark. Construction is underway on a seventh station — KOKO Warrensburg, Mo.

WILK Adds to Baseball

SERIES of 24 weekend and holiday games of the Wilkes-Barre Barons baseball team will be broadcast by WILK Wilkes-Barre, Pa., under sponsorship of the Luzerne County Gas & Electric Div. and Coco-Cola bottlers, according to Roy E. Morgan, WILK executive vice president. Station also is carrying Phillies and Athletics games for Atlantic Refining, Valley Forge beer and Chesterfield cigarettes.

WICU's New Rate Card

WICU Erie, Pa., has issued rate card No. 8 which prescribes a reduction for daytime hours and an increase for nighttime schedules. One-hour "Class A" rate on a one-time basis is raised from $500 to $600, while "Class C" is lowered from $375 to $300.

KYW Co-sponsors Conference

KYW Philadelphia May 21 will co-sponsor the sixth annual organization conference on human rights of the Philadelphia Fellowship Commission. Delegates to the conference will be presented on a series of radio reports.

WTVJ (TV) Aids Uhf

WTVJ (TV) Miami has offered its facilities to representatives of WFTL-TV Fort Lauderdale, uhf station on Ch. 23 which went on the air April 1, so the new station may tell the viewing public about uhf conversions and its program plans, Mitchell Wolfson, WTVJ president, said.

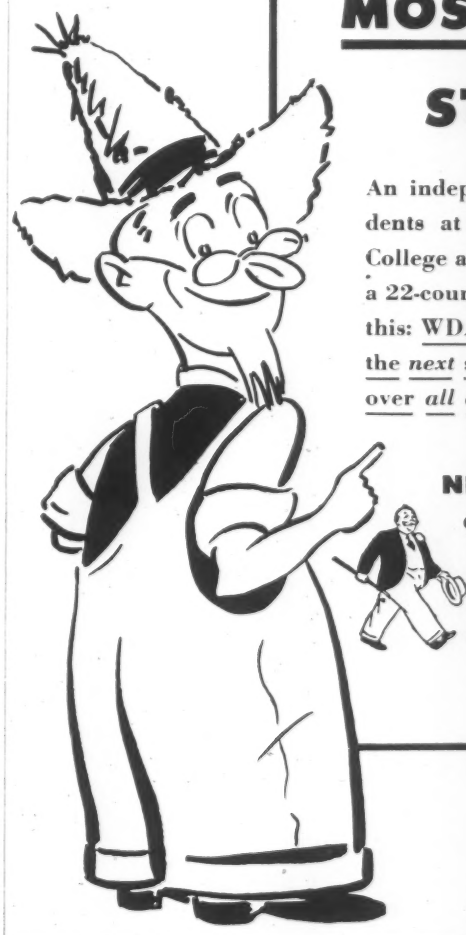
Mr. Wolfson said WTVJ is offering the public service time so "the people of south Florida may avail themselves of all television channels just as soon as they are put into operation."

Nick Kersta, representing owners of WFTL-TV, indicated the station will take advantage of the WTVJ offer.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!



An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

GINSBURG, Ginsburg, Ginsburg, Ginsburg, Ginsburg and Walpert put finishing touches to contract whereby Ginsburg Bakery, Atlantic City, agrees to buy a minimum of 256 spots yearly for three years in proximity to all sports events shows on WFPG-TV that city. Ginsburgs signing are (l to r): Standing, Isaac C., attorney for firm; Morris, sales manager; Harry, production manager; Benjamin, administration manager, and seated (l) Nathan, president. Seated (r) is Ed Walpert, WFPG account executive.

KDUB-TV Educational Fare Meets 'Enthusiastic' Response

KDUB-TV Lubbock is sounding out some 750 high schools in Texas on their responses to a series of in-school programs put on last month by Texas Technological College.

Five programs were produced and directed by W. Ferron Halvorson, assistant professor of speech in charge of radio-TV at the school, and beamed to high-school audiences and the general public. With cooperation of local dealers, schools in signal range equipped assembly rooms with TV receivers for the benefit of senior students.

Early reports from schools and the public indicated "enthusiastic" response to reception of the series, according to the college. On-lookers also gathered to watch programs in hotel lobbies, recreation centers and other public places.

New WABC-TV Contract

WABC-TV New York has announced signing a 52-week contract with Ludwig Bauman & Spears, New York, for what it described as "the greatest amount of television time ever purchased by a home furnishings company." The contract calls for sponsorship of *The Television Newspaper,* presenting a format with front page, feature stories, business news, sports and letters to editors, on WABC-TV 5:30-5:45 p.m. EDT, and 12 midnight-12:15 a.m., starting May 11. Getschal Co., New York, is the agency handling the account.

Sells Target Date

WASK Lafayette, Ind., says it sold all available time to Lafayette Radio Supply for a full day broadcast when WFAM-TV (WASK WFAM [FM] television affiliate) introduces its TV pattern. Unusual aspect is that no definite target date has been set for the pattern. Lafayette purchased the time to inform dealers of converters, antennas, strips and other equipment of the WFAM-TV start on uhf Ch. 59.

WKBS Petitions County Boards For Legal Ads on Sales, Bids

RADIO stations should be used as well as newspapers for legal advertising regarding property sale and construction project bids, according to a petition filed with the Nassau and Suffolk Counties' Boards of Supervisors by WKBS Oyster Bay, Long Island, N. Y.

The petition, copies of which were sent to all village and city boards and Long Island radio stations and newspapers, requested that the radio announcements should name the newspaper where the complete legal announcements are printed. It was suggested that notices such as legal business newspaper announcements would be excluded from the broadcast stations.

Lee Hollingsworth, president of WKBS, pointed out that the public often was uninformed when certain property was for sale, and noted that many persons were not even aware of parcels of Long Island Railroad property being offered for sale. Mr. Hollingsworth said that adoption of his petition would increase public interest in legal matters as well as to provide a more equitable distribution of legal advertising funds.

WCBS-TV New Business Up

NEW business booked by WCBS-TV New York during the first quarter of 1953 was 86% over the same period last year, George R. Dunham, general manager, has reported. He attributed the upswing to longer contracts by advertisers, heavier weekly schedules, and business contracted by firms not previously on WCBS-TV. He estimated that about 20% of the new business came from clients in the latter category.

WPIX (TV) Airs Benefit Game

WPIX (TV) New York will telecast an exhibition game between the New York Giants and the Boston Red Sox at the Polo Grounds tonight (Monday), starting at 8 p.m. EDT, for the benefit of the National Amputee Foundation Inc. Game will be sponsored by Chesterfield cigarettes, sponsor of telecasts of all Giant home games on WPIX.

Birth Control Debate Loses Sponsors for WNLK

A DEBATE on birth control, broadcast April 26 by WNLK Norwalk, Conn., on its Sunday *Connecticut Forum of the Air* series, lost the program four of its regular sponsors, a group of merchants and industrialists, but brought the station a deluge of letters and telephone calls, James Stolcz, general manager, reported.

Connecticut, one of the two states which forbid contraception and consider doctors and others giving advice or aid as law violators, has a measure to repeal the old law and enact a new one awaiting action by the state legislature. Ralph Dellaselva, director of the 10-year-old forum series, selected the subject for the Sunday hour-long (4-5 p.m.) broadcast.

The subject, "Should Connecticut Change Its Birth Control Law?," was debated by a physician and a representative of the Planned Parenthood Assn. who favored repeal of the present law, and a university professor and a Catholic lay leader, who argued for its retention.

New Billings for WABD (TV)

NEW BUSINESS and renewals representing more than $350,000 in billings have been signed within two weeks by WABD (TV) New York, key station of the DuMont TV Network, it was reported by Richard E. Jones, station's general manager and director of DuMont's owned-and-operated stations in New York, Washington and Pittsburgh. Among the advertisers signed are Salada Tea Co., Procter & Gamble Co., Bosco Co., Best Foods Inc., Dale Dance Studios, Good Humor Corp., Radio City Music Hall and Revlon Products Corp.

KBBA Goes on Air

KBBA Benton, Ark., began operating last Tuesday, general manager Richard Tuck reports. The central Arkansas outlet is on 690 kw with 250 w daytime. Lavelle Langley is the commercial manager and program director and Preston Bridges the chief engineer.

Rates With Chuckles

A RATE card with a sense of humor has been put out by WTVU (TV) Scranton, Pa. It's a booklet of about 52 pages, only one of which deals with rates ($200 gross for one Class A hour on less than 26-time contracts). Other pages are filled with cartoons, quips, limericks. The Ch. 73 station is owned by Appalachian Co. and Jan King is general manager. It is represented by The Bolling Co.

REPRESENTATIVE SHORTS

Headley-Reed, N. Y., appointed national representative for WORL Boston.

Niagara Television Ltd., Hamilton, Ont., which starts telecasting late this year on channel 13, appoints All-Canada Radio Facilities Ltd., Toronto, as national representatives.

It's the exclusive

REG U.S. PAT. OFF.
SCOTCH BRAND

"V" SLOT 7" PLASTIC REEL

Now—enjoy the ultimate in easy handling, in smooth performance on all machines with the all new, all improved "Scotch" Brand "V" slot 7" reel. It's the first truly *functional* plastic reel. 1200 ft. lengths of 111A and the sensational new 120 "*High-Output*" "Scotch" Brand Magnetic Tape are wound on this new "V" slot 7" reel—splice free.

Check these exclusive features:

- **"V" SLOT.** Say goodbye to threading problems with the easiest, quickest threading device yet perfected.
- **LARGE 2¼" HUB.** The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewind.
- **WIDE SPOKES.** 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.
- **TAPERED FLANGES** eliminate frayed tape edges. Get a smoother wind with this precision feature.
- **EASIER LABELING.** Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it!
Order today!

● 111-AP Magnetic Tape also available on the "SCOTCH" Brand professional reel.

Costs no more than ordinary reels

REG U.S. PAT. OFF.
SCOTCH BRAND **Magnetic Tape**

3M COMPANY

High Output and TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

XUM

BASEBALL SWINGS HARD FOR RULE 1 (d) COMEBACK

Spokesmen of both major and minor leagues appear before Sen. Johnson's Commerce subcommittee in fight to win say-so on radio-TV coverage. Solid support is indicated. NARTB presents only opposition.

WAVING a big legislative stick, baseball spokesmen, confident of victory, went to bat last week for the game's now dormant Rule 1 (d) which would give the big leagues the say on broadcast and telecast coverage.

Baseball magnates, major and minor league, testified solidly before a Senate Commerce subcommittee in favor of the Johnson bill (S 1396). Sen. Edwin C. Johnson (D-Colo.), president of the Western Baseball League (minor) and author of the legislation, is chairman of the subcommittee.

Sen. Johnson's measure, if it becomes law, will permit (but not enforce) the major leagues to reinstate their rule. That rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the "home" game's ball park.

Significance in dollars and cents was pointed out by one of baseball's own witnesses, Tommy Richardson, president of the Eastern League.

Mr. Richardson predicted that baseball would reap $10 million in revenue from the radio-TV industry this season as compared to about $4 million in the 1952 season.

At stake are network programs such as *Game of the Day* broadcast nationwide by MBS, rebroadcasts of games in minor league territories, recreations and package baseball networks which have sprung up in the last few years.

Gist of Argument

Gist of baseball's argument developed at the hearings, which started Wednesday and are slated to continue today (Monday) and tomorrow, was this:

So-called major league radio saturation of minor league territory threatens to hasten the downfall of the minor league structure, already weakened by a steady decline in attendance which is attributable to a number of factors—broadcasting among them.

Television, it was argued, is worsening the situation. As more stations take the air and more TV games are made available, the less willingness there is to patronize the ball park, witnesses declared.

Opposition to the bill by late Thursday came from only one quarter—the NARTB. Its president, Harold E. Fellows, in a statement filed with the subcommittee, warned that broadcasters and sponsors should not be denied an opportunity to "purchase program rights from their lawful owners in an unrestricted market."

The measure as written would exempt baseball from government prosecution under antitrust laws which prohibit unreasonable restraints or so-called "conspiracy"—that is, agreements entered into by clubs or leagues. Rule 1 (d) was put into force by the major leagues but with minor league consent.

NARTB's Mr. Fellows claimed effect of the rule was to subject local stations within the 50-mile radius to a "competitive disadvantage" since stations outside this limit would be able to put the broadcast into the restricted area.

He cautioned that this bill, if made law, would set a "dangerous" precedent because promoters of other sports events—boxing, football, hockey, baseball, etc.—would ask for similar treatment. At present, individual club owners can make agreements or contracts with sponsors and stations as they see fit.

Other developments:

• It was revealed that a decision is not expected in the National Football League case in Philadelphia until this fall. In that action, the Justice Dept. brought suit against NFL for restraint because of actions in radio and TV coverage alleged to be restrictive. (In football, Rule 10 prohibits broadcasts or telecasts of games by any member of the league within a 75-mile radius of the "home" game in play.

• The Justice Dept. refused to comment on the Johnson bill because of the current litigation in Philadelphia which has indirect bearing on the legislation.

League Attendance Drops

• George M. Trautman, president of the National Assn. of Professional Baseball Leagues (minor), said league attendance has dropped between 16 and 17 million since 1949. The baseball rule was modified in 1949 and later repealed (1951) at the insistence of the Justice Dept.

• Mr. Trautman said radio sponsors in minor league cities can get a wire account of a major league game for less than it would cost to sponsor the games of the local team.

• Agreement was quite unanimous among the subcommittee members present—Sens. Johnson, Andrew F. Schoeppel (R-Kan.) and John W. Bricker (R-Ohio)—and baseball witnesses, prompting late-comer and visiting solon, Sen. Warren Magnuson (D-Wash.), to ask: "Who's opposing this bill?" He had no takers and he made it plain he was in opposition.

• Sen. Johnson went so far as to accuse the Justice Dept. of forcing the issue. If the bill is enacted, he said, "baseball won't have to worry about some eager beaver in the antitrust division of the Justice Dept. throwing his weight around."

• A study is being made by an outside firm for baseball which will study radio-TV's effect on gate receipts. It is expected to be completed by June 6.

Baseball 'Eats Its Young'

Baseball Commissioner Ford Frick and National League President Warren Giles echoed Louis Carroll, National League attorney, that major league baseball has been put into the position by the Justice Dept. of "eating its young."

Also testifying the first two days of the hearings were Frank Shaughnessy, president, International League; Joe Cronin, general manager, Boston Red Sox; George Preston Marshall, owner of the professional Washington Redskins football club; former U. S. Sen. Francis Myers, counsel of football's National League, and Al Haraway, president, Cotton States League.

Still other sports executives were expected to testify. Many filed statements with the subcommittee.

They Traded Ladders

IT LOOKS as though FCC Chairman Rosel H. Hyde and newly appointed Civil Service Comr. George M. Moore traded ladders at an early stage in their Horatio Alger climbs from the bottom to the top of government service. FCC Chairman Hyde, while continuing schooling, began government service in 1924 as a clerk-typist for the Civil Service Commission. Civil Service Comr. Moore, while still in college, entered government service in the mid-1930s as a messenger-clerk for FCC during summer vacation.

COTTONE RESIGNS POST AT FCC

General Counsel of the Commission since 1946, Mr. Cottone joins the law office of ex-Sen. Lucas. No one indicated as successor.

NO APPOINTMENT of a successor "is indicated for the present" to replace Benedict P. Cottone as FCC General Counsel, Chairman Rosel H. Hyde confirmed late last week.

Mr. Cottone, General Counsel of the Commission since 1946, resigned effective last Friday to join the Washington law office of ex-Sen. Scott W. Lucas (D-Ill.), former Majority Leader of the Senate. The firm, Lucas & Thomas, also maintains offices in Chicago and Springfield, Ill.

Mr. Cottone

Similarly, Chairman Hyde indicated there probably would be no immediate announcements concerning the designation of top department heads and other key employes in the patronage category where reorganization generally is expected following the change in the Administration [B•T, April 27].

From other sources in the Commission last week it was reported that staff morale is fairly good in spite of the uncertainty respecting top staff posts. Speculation on changes centered chiefly upon those staff officials identified in past years with controversial broadcast legal issues, but even here there was evidenced an expectation that reorganization would be a considered change instead of rash action.

In accepting Mr. Cottone's resignation, Chairman Hyde wrote the former General Counsel, "I wish to express appreciation for the skill and devotion to duty which you have demonstrated in discharging the duties of a challenging office since April 1946."

Commendation of Mr. Cottone's service also was expressed by Comrs. Paul A. Walker and Frieda B. Hennock. Miss Hennock characterized him as "irreplaceable."

Mr. Cottone joined FCC in 1936 as a member of the special telephone investigation staff, later working for the Federal Power Commission, the Justice Dept. Anti-Trust Division and Civil Aeronautics Administration. He returned to FCC in 1939 as chief of the Litigation Section. In 1941, Mr. Cottone was promoted to assistant general counsel in charge of the legal work for the Common Carrier Division.

How and where to find the facts of Life Insurance

The Institute of Life Insurance makes life insurance information available to all who want to learn

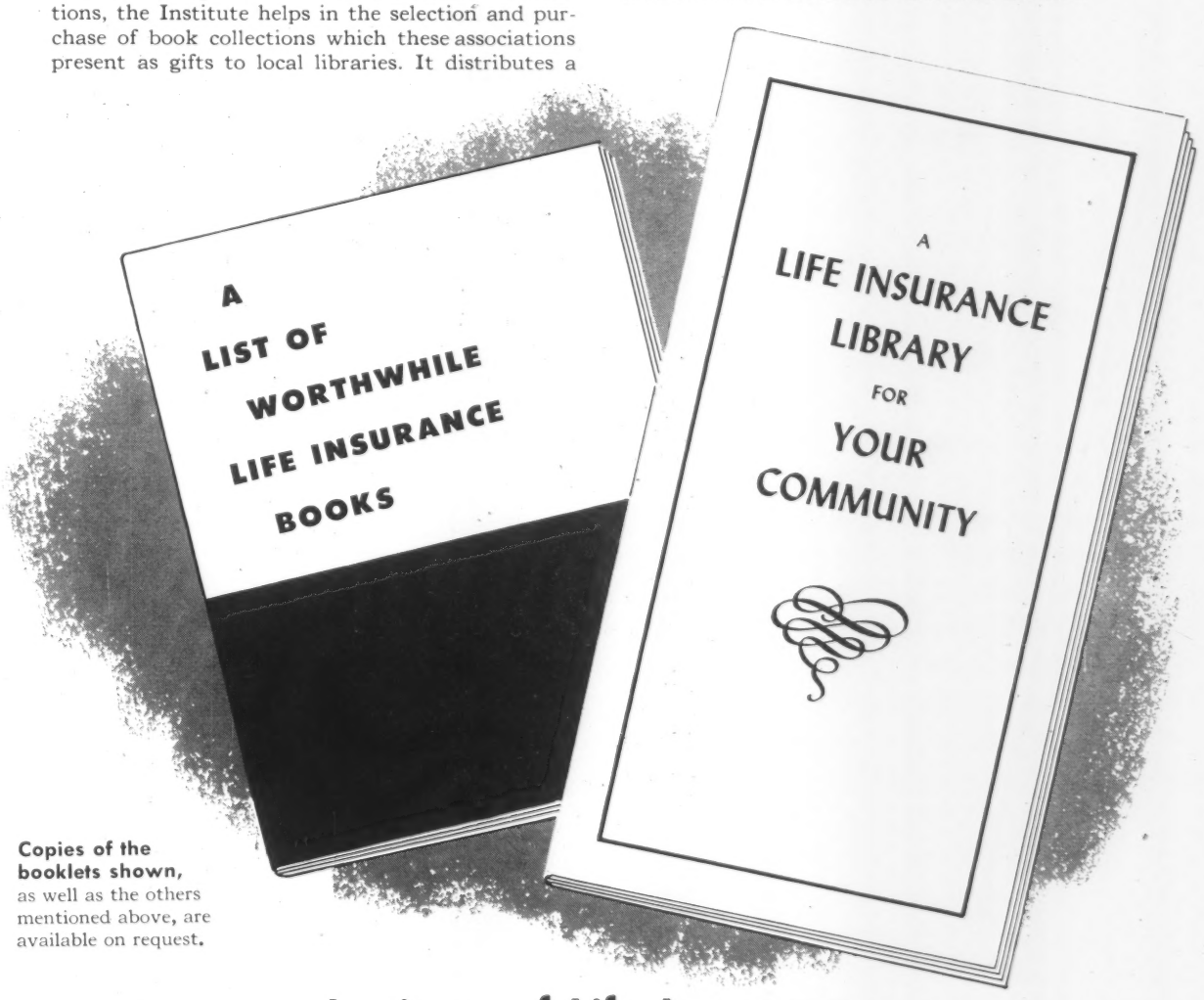
People look to libraries for information. The Institute of Life Insurance, central source of information about life insurance, is constantly making available to libraries throughout the country good and useful information about life insurance.

The Institute publishes "A List of Worthwhile Life Insurance Books" that is used by librarians and others as a practical list for bibliographic and reference purposes. It sends to these libraries its annual "Life Insurance Fact Book." It also lists in the library journals the other special publications it puts out from time to time.

Co-operating with local life underwriters associations, the Institute helps in the selection and purchase of book collections which these associations present as gifts to local libraries. It distributes a pamphlet "A Life Insurance Library For Your Community" describing how these projects can be undertaken.

In addition, the Institute has its own working research library which is available to editors, writers, and students. If its own collection of material does not have the exact publication needed to answer a certain question, it can, through contact with other libraries, furnish the publication or information.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to 88 million American families.



Copies of the booklets shown, as well as the others mentioned above, are available on request.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

FCC BUDGET IS UNMARKED

Senate Appropriations Subcommittee would give FCC $7.1 million for fiscal '54. That's what House passed. Senate group, however, hints that if TV processing load can be lifted more money for period will be forthcoming.

A SENATE Appropriations subcommittee is trying to do a little quarterbacking in the TV application processing jam.

The funds group, in effect, last week passed the ball to FCC, telling the Commission that if it can score enough touchdowns, more players will be forthcoming.

The Senate Independent Offices Appropriations Subcommittee came up last Wednesday with the same figure—$7.1 million budget for fiscal 1954—that was passed by the House last month [B•T, April 20]. The Senate Appropriations Committee is expected to approve its subcommittee recommendation today.

The $7.1 million figure is in line with the Budget Bureau revision. The House Appropriations Committee upped funds for TV processing alone to $950,000, or $200,000 more than the budget submitted by President Truman or by the Eisenhower Administration.

But here is how the Senate group would pass the ball to FCC:

The Senate unit took away the earmarking of funds for TV or for Safety and Special Radio Services and in effect said to FCC: Take this money, which is an increase, and apply it for whatever need you have.

The subcommittee, in a report being prepared last week, also will tell FCC that it is up to the Commission to show that it can process more applications at a faster rate with the about 11 additional examiner teams it would get (FCC now has 12 examiner teams). The 11 prediction was made by FCC Chairman Rosel H. Hyde last month [B•T, April 23].

If FCC can get more done with the additional examiner teams, the Senate subcommittee is inviting the agency to come to Capitol Hill for more funds. FCC would do this by submitting a request for a so-called "supplemental" appropriation. The supplemental, if approved, would provide additional funds for FCC's fiscal 1954.

The $7.1 million, if approved by the Senate committee, also must be passed by the Senate. Senators may ask for more money on the floor. Some comment is anticipated.

The figure okayed by the Senate group is $600,000 more than the 1953 fiscal appropriation under which FCC now is operating.

A number of Senators have expressed concern about the processing of TV applications. Sen. Edwin C. Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, had written every Senator to urge another $1 million be tacked on to the FCC budget. He also testified before the appropriations group on the subject.

FCC to See RCA Color

MEMBERS of FCC and key staff officials will witness RCA's improvements in compatible color TV at an informal demonstration May 19 at RCA Labs. at Princeton, N. J. Host will be RCA's board chairman, Brig. Gen. David Sarnoff, who tendered the invitation.

Budget & Speed

FCC appropriations may be discussed at the May 18 meeting between the Senate Commerce Committee and FCC. That meeting has been called on ways and means of speeding up TV application processing [B•T, May 4].

David Stevens Leaves FCC, Joins McKenna & Wilkinson

DAVID S. STEVENS, chief of the FCC's New and Changed Facilities Branch, Aural Facilities Div., Broadcast Bureau, resigned last week to join the Washington law firm of McKenna & Wilkinson.

Mr. Stevens

Mr. Stevens was born in Lisbon, N. H., in 1917, attended the American School in Kodaikanal, India, from 1926 to 1932, when his father was adviser on foreign affairs to the government of Siam (now Thailand). He was graduated from Phillips Exeter in 1935, from Harvard U. in 1939 and from Harvard Law School *cum laude* in 1942.

During World War II, Mr. Stevens was an Air Corps radar officer, with the rank of first lieutenant. He joined the FCC in 1945 and served as an attorney in the AM, FM and TV branches of the old Legal Department. When the FCC was reorganized into bureaus in 1951, he was named chief of the Aural Division's branch handling applications for new stations and changes in facilities.

Mr. Stevens is married to the former Rosemary Burton. They have one son, David Michael, four-and-a-half months old.

In joining McKenna & Wilkinson, Mr. Stevens resumes his association with Vernon Wilkinson, former FCC Assistant General Counsel in charge of broadcasting.

FCC Grants 2 New AMs

FCC last week authorized two new AM stations, four FM power reductions and modified facilities for two AM outlets.

New station grants were for:

Columbus, Miss.—J. W. Furr, 1540 kc, 10 kw daytime. Mr. Furr operates an auto supply store.

Ville Platte, La.—Ville Platte Broadcasting Co., 1050 kc, 250 w daytime. Major stockholders are Thomas and Paul DeClouet, 20% each, part owners of KLFY Lafayette and KEUN Eunice, La.

Permission to decrease effective radiated power went to:

WNEX-FM Macon, from 41 to 4.1 kw on 96.9 mc.

WLWB (FM) Dayton, Ohio, from 18 to 10 kw on 97.5 mc, antenna height changed from 490 to 410 ft.

WOR-FM New York, from 3.4 to 1.7 kw on 98.7 mc, antenna height increased from 950 ft. to 1,260 ft.

WTMA-FM Charleston, S. C., from 49 to 15 kw on 95.1 mc.

A power boost was awarded KMBL Junction, Tex., from 100 to 250 w on 1450 kc.

KXOC Chico, Calif., was authorized to move from 1150 kc, 5 kw unlimited to 1060 kc, 10 kw day, 5 kw night.

THREE NEW TVS AUTHORIZED BY FCC

THREE NEW television stations, including an educational outlet at St. Louis, were authorized by FCC last week to boost the post-thaw total of new TV grants to 353.

Harold C. Burke, former manager of WBAL-AM-FM-TV Baltimore, was granted a construction permit for uhf Ch. 21 at Lancaster, Pa. Plains Radio Broadcasting Co., licensee of KFYO Lubbock, Tex., received vhf Ch. 5 following withdrawal a fortnight ago of the competitive bid of Lindsey TV Co. [B•T, May 4].

Reserved vhf Ch. 9 at St. Louis went to the St. Louis Educational Television Commission, raising the total of noncommercial educational grants to 16. Nine applications are pending.

Details of last week's TV grants follow:

St. Louis—St. Louis Educational TV Commission, vhf Ch. 9; ERP 54 kw visual, 27 kw aural; antenna height above average terrain 640 ft.

Lancaster, Pa.—Harold C. Burke, uhf Ch. 21; ERP 18 kw visual, 10 kw aural; antenna height above average terrain 610 ft. (City priority group B-2, No. 150).

Lubbock, Tex.—Plains Bcstg. Co., vhf Ch. 5; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,110 ft. Ownership is shared between Globe News Pub. Co. (81%) and Globe News Employees Pool (19%). (A-2, No. 5).

Three more consolidated TV hearings were scheduled by FCC last week, to commence June 8 in Washington. They are:

Allentown, Pa.—Contestants for uhf Ch. 39: B. Bryan Musselman et al (WSAN) and Queen City TV Co.

Allentown, Pa.—Contestants for uhf Ch. 67: Penn-Allen Bcstg. Co. (WFMZ-FM) and Allentown TV Co. (WHOL).

Worcester, Mass.—Contestants for uhf Ch. 20: Wilson Enterprises Inc. (WAAB) and WTAG Inc. (WTAG).

In other TV actions, the Commission dismissed the application of WTVH-TV Peoria, Ill., new uhf Ch. 19 grantee, for modification of its permit to change transmitter location to Creve Coeur, Ill. FCC found the move would violate minimum channel separations.

The Commission denied petition of WBCK-TV Battle Creek, Mich., which requested revocation of the call letters WBKZ-TV assigned Booth Radio & TV Stations there because of alleged possible confusion.

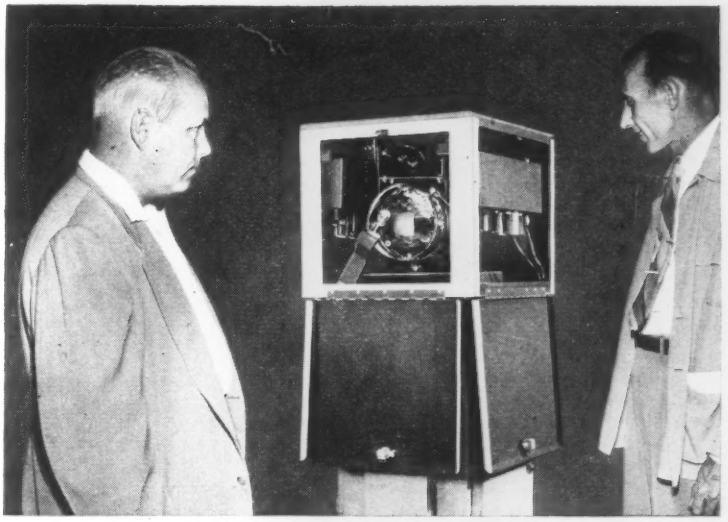
FCC turned down the petition of WGRD Grand Rapids, Mich., which sought amendment of the TV rules to preclude applications for new stations where the proposed outlet would render a signal of greater intensity to a city other than that intended to be served, except upon a showing that the proposed site provides optimum coverage to the city in which the station studio would be located.

The issue is involved in the WGRD protest hearing before Examiner Gifford Irion on the uhf Ch. 35 grant at Muskegon to Versluis Radio & Television [B•T, April 27].

Joint Petition Denied

Joint petition of WTIP Charleston and WMON Montgomery, W. Va., seeking allocation of vhf Ch. 2 to Montgomery-Handley, W. Va., was denied by the Commission. The stations had proposed a joint application for the channel.

FCC also denied request of Jefferson Amusement Co., Beaumont, Tex., for a stay of the Port Arthur vhf Ch. 4 hearing. Jefferson earlier was denied admission to the comparative proceeding slated between Smith Radio Co. and Port Arthur College (KPAC) [B•T, April 27].



● Earl Lewis (right) and operations manager Jack Shay study the film camera chain that was designed and developed at WTVJ. This camera chain incorporates all the best characteristics of other circuits, and reproduces film with real "live show" quality.

EARL LEWIS, Chief Engineer
WTVJ, Miami, Florida
Says,

"OUR REPLACEMENT COSTS ARE ONLY 52 CENTS AN HOUR, THANKS TO G-E TUBES!"

● WTVJ uses a three-camera mobile squad to telecast the spectacular "King Orange" Bowl parade along Miami's palm-fringed Biscayne Boulevard. Audience for this event last New Year's Eve was nationwide. By carrying the network programs of ABC, CBS, DuMont, and NBC, Station WTVJ, in turn, brings to Miami viewers the best in television from leading studios all over the country.

"WE'RE PROUD of that figure on tubes, and it covers four years' telecasting—ever since we started. A record to match it is our 7 minutes' total transmitter time off the air from tube trouble, for the same four years. I'll stack those low WTVJ figures up against the best anywhere!

"It's our policy not to wait for tubes to give out, but replace them when tests show they're near the end of useful life. Even with that precaution, our off-the-air time wouldn't be as low as it is, except for G-E tube reliability. A pair of GL-7D21's has been operating 13,000 hours, while WTVJ's spares collect dust. That's top performance!

"When we need new tubes, they're delivered to us "on the double". Efficient Miami tube distribution sees to that!"

* * *

Your station can have the same benefits of low tube cost . . . minimum time off the air from tube trouble . . . fast delivery of needed replacements. Phone your G-E tube distributor! He's equipped and ready to serve you well. *Tube Department, General Electric Co., Schenectady 5, N. Y.*

You can put your confidence in—

1878 75 1953 YEARS OF ELECTRICAL PROGRESS
Diamond Anniversary

GENERAL ELECTRIC

161-102

SEEK FCC APPROVAL FOR WLAW SALE

APPLICATION for approval of the sale of 50-kw WLAW Boston (on 680 kc) from Hildreth & Rogers Co. to General Teleradio Inc. for $475,000 [CLOSED CIRCUIT, B•T, April 6] was filed with FCC last week.

As part of the purchase, FCC approval was also sought for the sale of the facilities of General Teleradio-owned 31-year-old WNAC Boston (5 kw on 1260 kc) to Vic Diehm Associates Inc. for $120,000. Mr. Diehm and his partners own WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me., and hold the controlling interest in WHOL Altoona, Pa.

Application indicated that General Teleradio, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co., will retain the WNAC call letters for the 680 kc facility and continue to use present studios. Pennsylvania group will take over 1260 kc transmitter and present studios of WLAW in Hotel Radford in Boston, and intend to change call letters, it was explained.

Purchase of ABC-affiliated WLAW by General Teleradio had to be contingent on the sale of WNAC facilities because of the FCC's duopoly rule which forbids the same licensee from owning more than one station of the same class in the same city.

Sale Includes FM

Acquisition of WLAW by General Teleradio also includes WLAW-FM. This license will be surrendered, the application declared, since General Teleradio already owns WNAC-FM.

Balance sheet as of Feb. 28, 1953, showed that WLAW had total current assets of $126,-187.86, of which $71,873.47 was in cash. Total current liabilities as of that date were $52,-566.69. Surplus was $250,157.41.

WLAW license is owned by Irving E. Rogers, who also is owner of the *Lawrence* (Mass.) *Eagle* and *Tribune*. Originally, WLAW was a Lawrence-Lowell, Mass., station, but it was moved to Boston a few years ago.

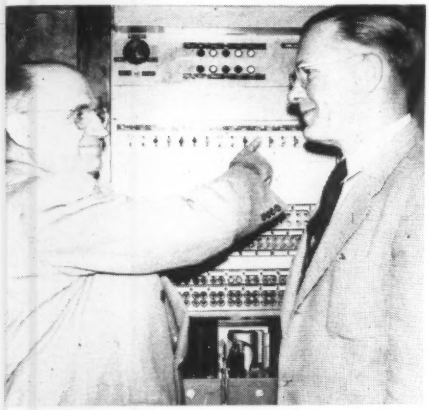
General Teleradio, which owns the Yankee and Don Lee networks and WOR-AM-FM-TV New York, and is the principal owner of MBS, showed total current assets as of March 31, 1953, of $4,294,692, of which $1,116,524 was in cash. Total current liabilities were $3,231,647. Surplus of $2,511,208 was indicated. Long term debt totaled $4,126,000.

Yankee Network Division comprises key MBS-affiliated WNAC-AM-FM-TV Boston, WONS Hartford, WEAN Providence and WGTR (FM) Worcester. Don Lee Network Division includes KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Overlap problem between prospective 50-kw WNAC on 680 kc and 5-kw WEAN on 790 kc was considered insignificant, according to the transfer application. Engineering estimates showed that there would be primary daytime duplication of 143,165 persons (3.96% of the total population served), and nighttime duplication of 48,800 people (1.56% of the total served) between the two General Teleradio-owned stations.

Vic Diehm Associates was organized in the last few weeks to take over the 1260 kc facilities of the present WNAC. It comprises the same principals who own WAZL, WIDE and control WHOL. They are, in addition to Mr. Diehm, Hilda Deisroth, E. H. Witney, George M. Chiswell and Kathryn Kahler. All own 24.75% except Miss Kahler who owns 1%.

WLAW is a TV applicant for vhf Ch. 5, competing with two other applicants for that channel. It is presumed that it will be dismissed.



CONELRAD panel is discussed by KFI Los Angeles' co-chief engineers H. L. Blatterman (l) and Curtis Mason, who are responsible for its development from original specifications by the FCC. KFI held open house during the NARTB convention to explain how the installation functions.

CAA Cuts Regional Offices In Commerce Budget Cut

REALIGNMENT of regional offices of the Civil Aeronautics Adm. is being made following Dept. of Commerce budget cuts, affecting the Air Space Subcommittee procedure involving radio-TV tower sites.

The four regional offices will be located at Kansas City, Fort Worth, Los Angeles and New York. Regional CAA officers preside at hearings on proposed tower sites, with rulings subject to final decision by the Washington Air Space Subcommittee. This air space group comes under the Air Coordinating Committee, created by Presidential order. Its function is to promote aviation safety. Thus far the coordinating group's budget has not been cut.

The Washington Air Space Subcommittee includes voting members from the Army, Navy, Air Force, CAA, Treasury, FCC and Civil Aeronautics Board. FCC's representative is not permitted to vote, under FCC order, on matters affecting its regulations. FCC Commissioner George E. Sterling has advocated revision of the tower procedure on the ground broadcasters and telecasters are affected by advisory rulings approved by strictly aeronautical interests [B•T, March 16].

To Present Color TV Papers

PAPERS on the prospects and problems of color television are to be presented tonight (Monday) at a meeting of the Washington, D. C., section of the Institute of Radio Engineers. Papers will be presented by Arthur B. Loughren, vice president in charge of research, and Charles J. Hirsch, chief engineer of the research division, both of Hazeltine Electronic Corp. Members of FCC and its staff have been invited to attend. Meeting will be held in the auditorium of the Potomac Electric Power Co.

PROMOTION TO AID CONELRAD'S START

RADIO defense plan—Conelrad (control of electromagnetic radiation)—goes into effect this Friday. In support, the Civil Defense Administration is planning a nationwide promotion campaign to tell people about it.

The system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations.

Script kits for all AM, FM and TV stations are on their way from Washington, D. C. They are of various lengths.

Transcriptions being sent are 20-second and one-minute in length. One side of the disc features a "neutral" announcer while the other highlights a network commentator. Also being included are leaflets on Conelrad which stations can distribute for the laymen.

Flip cards are being prepared for TV stations and also 20-second and one-minute films. Other ideas yet to be put into effect: Stickers for radio sets giving the Conelrad frequencies (640 and 1240 kc); exhibits on the East and West Coasts for the public, and mention of the frequencies in newspaper program logs. Some manufacturers are considering marking of radio sets at the 640 and 1240 frequencies.

FM and TV stations are being urged to promote Conelrad and are being told they are not promoting standard radio as against their media but providing public service.

NARTB during its convention a fortnight ago adopted a resolution to fully support Conelrad, for which the broadcasting industry has provided $2 million of its own funds to provide facilities.

'Operation Stampede'

WATCH out for "Operation Stampede"! That's the warning from Federal Civil Defense Administrator Val Peterson. He told the Economic Club of New York April 28 that an enemy could conceivably fake radio broadcasts causing "workers leaving their machines, gathering up their families in panic and heading for the hills."

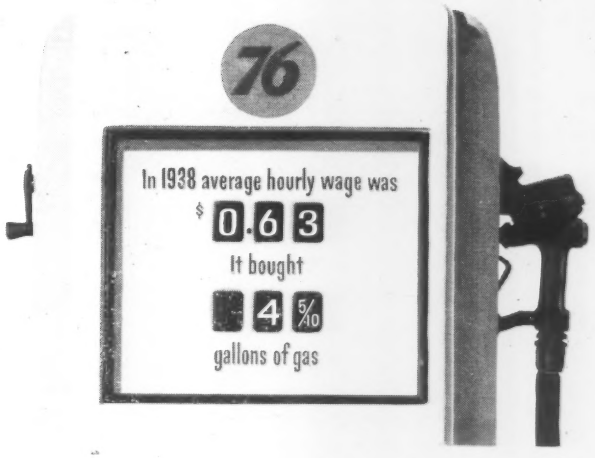
FTC Probes Alleged Advertising Violations

THE FTC is investigating "five or six" complaints that food processors, manufacturers or marketers might be violating the Robinson-Patman Act by extending benefits to some of their customers to the detriment of others in co-op radio and television advertising.

An FTC staff member said the possible violations were "primarily on television." The complaints are about a month old, he said, and some were sent to branch FTC offices for investigation "a week or ten days ago."

The possible violations involve Sec. 2 (d) and (e) of the Act. In the first instance the manufacturer subsidized a local program sponsored by a distributor who advertised the manufacturers' products, while not extending the same benefits to other distributors. Under Sec. 2 (e), in nationwide programs sponsored by the manufacturer, local commercials in conjunction with the program benefited the local distributor to the detriment of other distributors. The Act requires advertising allowances be furnished to customers on a proportionately equal basis.

One hour's work



1938

buys 80% more "76" gasoline today than it did 15 years ago!

Excluding gasoline taxes.

1953

Today's Union Oil "76" gasoline is superior to the 1938 variety, too.

Our free, competitive American system has stimulated great advances in petroleum research by offering an incentive for the introduction of new and better products.

So when your friends complain about the high cost of living, remind them that one hour's work today buys 80% more "76" gasoline—and better quality gasoline—at a Union Oil station than it did in 1938.

Average-wage indices from U. S. Dept. of Labor statistics. Union "76" gasoline prices are Los Angeles posted prices, excluding Federal and State taxes.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

Manufacturers of Royal Triton, the amazing purple motor oil

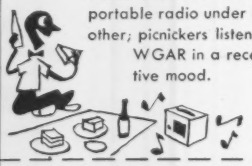
XUM

Just the ticket for
SUMMER SELLING
in Northern Ohio
...WGAR

Our listeners take vacations . . .
but no vacation from listening!

FISHING
Lake Erie and the inland lakes abound with fish and portable radios—catching the best CBS and local programs on WGAR.

PICNICS
Food under one arm, portable radio under the other; picnickers listen to WGAR in a receptive mood.



CONVENTIONS
Visitors will bring $15 million extra spending in 1953 to Northern Ohio . . . where listening to WGAR is a conventional habit.

HOME JOBS
Stay-at-homes listen while they work or play. This Northern Ohio market is served best by WGAR!

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

SENATE PROBE UNIT TO STUDY GLOBAL TV

Hickenlooper subcommittee schedules so-called "trans-oceanic TV" as next on its agenda as it continues probe of Voice of America.

TRANS-OCEANIC television will be explored in New York by Sen. Burke B. Hickenlooper's (R-Iowa) Foreign Relations subcommittee this week. The subcommittee has been investigating U. S. overseas information programs.

Sen. Hickenlooper said the subcommittee would consider "potentialities of international television" and that demonstrations had been arranged by Maj. Henry F. Holthusen, a special consultant to and counsel of the subcommittee.

Maj. Holthusen told B•T in New York last week that the demonstration would be put on by William S. Halstead, president of the engineering firm, Unitel Inc., and a radio-TV consultant.

The TV system is called "Narcom" (North Atlantic Relay Communications System). It calls for relays from U.S. to London (via Canada, Greenland, Iceland, etc.). Provision would be made for communications in this relay, which would include a TV channel, and at least one high-quality radio channel, it was said.

The subcommittee will hold two or three days of open hearings on the Voice of America in New York. Hearings begin today (Monday) at the International Broadcasting Service headquarters.

In addition to Maj. Holthusen's demonstration, various VOA officials will be heard, among them Robert J. Francis, acting head of the IBS, and Alfred Puhan, VOA's program manager.

Chairman Hickenlooper said the group will "try to determine what the trouble is [with Voice] and what can be done about it."

In anticipation of a change in VOA status, neither the Administration nor the Congress has asked for specific appropriations for the agency's fiscal 1954 operation.

Roads open for VOA's future include these:

- Elimination of Voice entirely.
- Set up a new agency, including Voice.
- Act by Congress extending present operating funds to as many months desired in 1953. (Current operating funds give out June 30.)

Other Voice developments:

- State Dept. public affairs officers told the Senate subcommittee May 1 that the overseas information program would be safe if established as a separate agency. It is now in the State Dept.
- Sen. Karl E. Mundt (R-S. D.) introduced a bill (S 1802) which would split the International Information Administration, retaining the exchange program in the State Dept. but separating all other functions (including Voice).
- Cut in Voice personnel and programming —foreshadowing possible elimination of all broadcasts except those aimed beyond the Iron Curtain—have been announced by Dr. Robert L. Johnson, IIA's administrator.

Speaking before the Senate Foreign Relations subcommittee, Dr. Johnson advocated separation of IIA from the State Dept. [B•T, April 13]. Other reports indicate the White House is thinking of establishing a new overseas information and propaganda agency.

Preceding Dr. Johnson, VOA officials had their say when Mr. Francis and Program Director Alfred Puhan defended VOA activities.

SCOTUS to Review WBTV (TV) Labor Dispute

THE U. S. Supreme Court will review an appellate court decision holding that TV station technicians, who passed out scurillous leaflets condemming programs of WBTV (TV) Charlotte, N. C., were protected by the Taft-Hartley Act.

Involved in the case is a ruling by the National Labor Relations Board that distribution of the leaflets was not within the scope of the Taft Hartley guarantee that employes may engage in concerted activities for bargaining or other mutual protection.

The board had ruled discharge of the employes was lawful. The U. S. Court of Appeals (D. C.) had reversed this board ruling on the ground all concerted activities in a labor dispute come under protection of the act if no federal or state law is violated.

An appeal was taken to the Supreme Court by the government, noting the technicians deliberately undertook to alienate WBTV's customers by disparaging the quality of its product. WBTV and Jefferson Standard Broadcasting Co. are not formal parties in the review.

This statement was made by Charles H. Crutchfield WBTV executive vice president and general manager:

We have received notification from the Clerk of the U. S. Supreme Court that the Court has decided to review the ruling which was made by the Court of Appeals of the District of Columbia in favor of the Union in our case some months ago. We are indeed glad to learn that the Supreme Court is going to review the case, as we have requested. We are confident that the Court will overturn the lower Court's ruling and decide the entire matter in our favor.

Although we have not been so notified, we understand from news reports that the formal parties to the case will be confined to the National Labor Board and the Union.

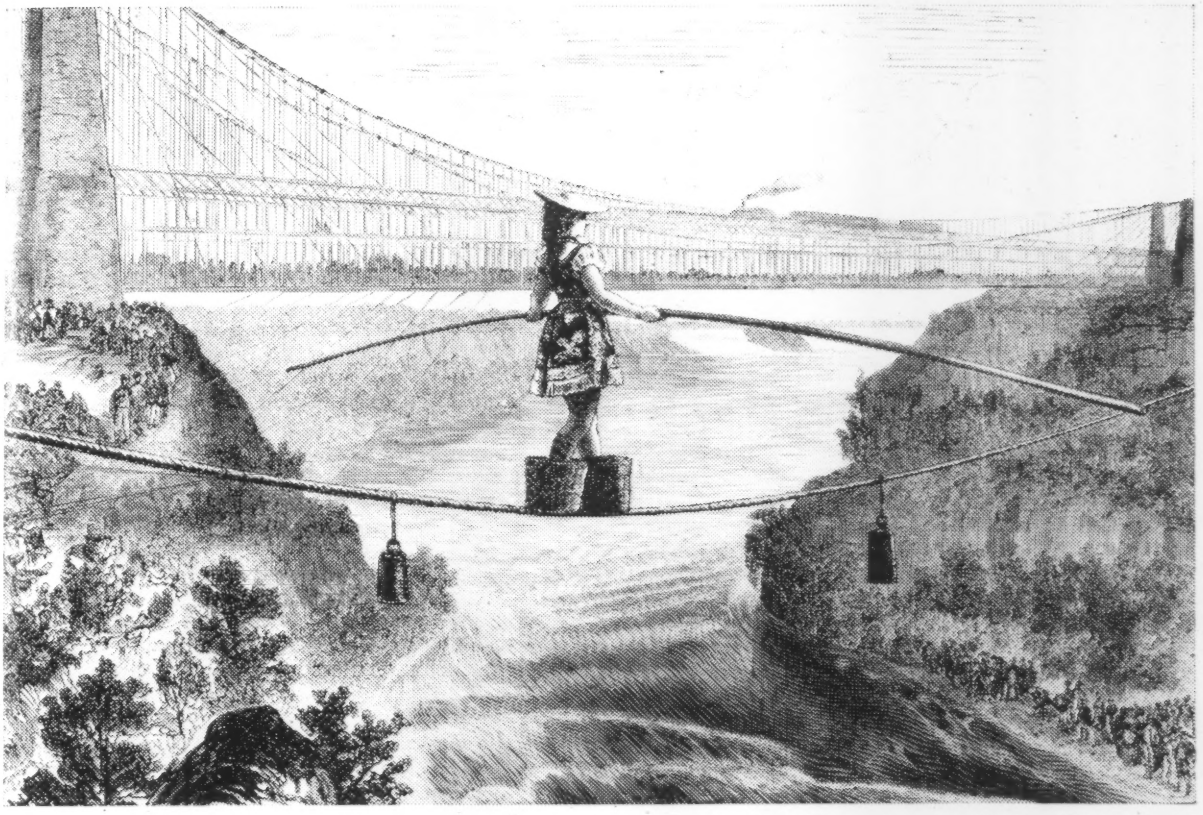
We feel sure that, since the ultimate burden of an adverse decision would fall on our company, the Court will allow us to present to it our arguments in the matter. At any rate, we are glad to learn that the high Court is going to review the lower Court's decision, which is the main thing we are interested in.

Court of Appeals Hears Transit Radio Argument

TRANSIT RADIO was before the courts again as the U.S. Court of Appeals for the District of Columbia April 20 listened to oral argument on the appeal of Transit Riders Assn. from an FCC order denying TRA's protest of the license renewal of WWDC-FM Washington, a transit radio outlet [B•T, March 9]. FCC renewed WWDC-FM's license without hearing after the station had been extended for some time on temporary license, reportedly pending policy consideration of the transit radio and "functional music" issues.

The transit riders group argued it is properly a "party in interest" under Sec. 309(c) of the Communications Act, hence has standing to protest the FM station's renewal grant and to take part in the hearing it asks on the renewal. FCC and WWDC-FM, intervenors in the appeal, told the court TRA does not have standing, while Justice Dept. questioned whether the organization filed its appeal under the correct provisions of the Act. Acknowledging the Act is "ambiguous" on appeal procedure in this case, the Justice Dept. took a neutral position on the question of whether TRA is properly a party in interest in the WWDC-FM renewal action before FCC.

The U. S. Supreme Court has already ruled in another case that broadcasting to bus and streetcar riders does not violate the Constitutional rights of the listeners.



Old woodcut, made in 1876, shows the young aerialist Maria Spelterini tightroping across the great gorge below the Falls with baskets strapped to her feet. (She made it!)

YOU are in the next event at Niagara Falls

No matter where you live, you are involved in the next big event at Niagara Falls. It could be dangerous to your pocketbook, because it's going to cost somebody $390 million. Here, briefly, are the facts:

A big new hydroelectric power plant is going to be built on the Niagara River. Congress must decide who will build it—some agency of the government or the electric light and power companies now serving the area.

A group of five companies is ready to do the big job. They have asked Congress for the approval they need to start immediately. They have the plans, complete in every detail. They have the experience—fifty-eight years of power development at Niagara Falls. They have the lines to take the power where it will be needed. They can finance the project so there will be no need to burden taxpayers. Electric rates, of course, will continue low under normal public regulation.

But there are those who say the government should build the new plant—even if it takes longer, costs more, and moves America one step closer to the threat of socialized electricity.

HERE'S HOW THE CHOICE SHAPES UP . . .

If electric companies build the plant

- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state commissions.
- The project will pay about $23 million a year in additional local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government, for example, builds the plant

- The cost will come out of taxes or be added to the national debt.
- Specially favored groups will have first call on all power. Rates *won't* be state regulated.
- Little, if any, local, state or federal taxes will be paid from the sale of power.
- Government estimators have said it would take them 5 years.

NOTE: The Niagara River project will not affect the beauty of the Falls—nor has it any connection with the St. Lawrence Seaway on another river.

WHO DO YOU THINK SHOULD BUILD THIS NEW PLANT? Let your readers and listeners know how you feel. Congress is discussing it now. The plan proposed by those who want government to do the job is a long step toward socialized electricity—because only power production is involved, with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's **ELECTRIC LIGHT AND POWER COMPANIES***

*Names on request from this magazine

"MEET CORLISS ARCHER"—ABC radio—Fridays—9:30 P.M., E.D.S.T. "YOU ARE THERE"—CBS television—witness history's great events

XUM

HOUSE ELIMINATES BUSINESS CENSUS

People in media who look to business figures may be without the rule of thumb to guide them.

A STATISTICIAN in advertising, marketing and similar business fields closely allied to the broadcast media may find a prop knocked from under him as a result of a House action last week.

The House passed an appropriations bill last Tuesday with funds for the business censuses specifically eliminated.

The business censuses, taken by the Dept. of Commerce's Bureau of the Census in the "4" and "9" years for the preceding 12-month periods, was set up by law in 1948.

The censuses are of business, manufacturing, mineral industries, transportation and agriculture. It is the first in this list which interests the broadcaster and his researcher.

NARTB President Harold E. Fellows, voicing regret at the House action, told B•T:

"Much of the material on which we relied, for example, in putting together NARTB's recent study of profitable radio operation [B•T, May 4], came from statistics gathered in the last Census of Business.

"This and other instances provide examples where unassailable research is essential. We have found this material extremely valuable for members of the association as well as for clients of broadcasters. We believe that, particularly in view of the fact that the Census Bureau has tried to reduce the cost of conducting the Census of Business, it should be restored."

The bill now goes to the Senate, where it will be up to that body to consider the House effected economy cut. The budget had estimated $21 million for the special censuses excepting agriculture which had a separate appropriation request.

Robert W. Burgess, director of the Census Bureau, when questioned by B•T last week, admitted the importance of the special censuses in advertising media because "population figures are often combined with our business figures."

From this data, he said, advertisers can better tell how well off people are in a given area. Commerce Dept. spokesmen said communications have been received from advertising, market research, statistical and other groups urging funds be provided for the business census.

Heller Introduces Bill To Protect News Sources

RADIO and television news people could refuse to reveal their sources of information and get away with it legally, if a bill introduced last week by Rep. Louis Heller (D-N. Y.) becomes law.

The measure (HR 5003), which has been referred to the House Judiciary Committee, would protect all newsmen—newspaper, magazine, radio, television, wire service, press syndicate—before Federal grand juries, Federal courts and committees of Congress.

Only exception made in the bill is for special circumstances involving national security or concealment of a crime.

Tampa-St. Petersburg Ch. 8 Case Goes to Examiner

WITH filing of proposed findings of fact and conclusions by contestants in the ch. 8 hearing for Tampa-St. Petersburg, Fla., the case is now before FCC Hearing Examiner Basil P. Cooper for his initial decision. Competitors are WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

WTSP, in the brief filed by its Washington counsel, Neville Miller, charges its competitors with absentee control, multiple broadcast interests and lack of attention to local affairs. WFLA's pleading, filed by Philip J. Hennessey Jr., Washington attorney, questions opponents' financing and claims superior program plans and greater familiarity with the coverage area. Tampa Bay, filing through Washington counsel Frank U. Fletcher, argues it should be preferred because of technical superiority, lack of identification with other media and diversified ownership.

The Chief of FCC's Broadcast Bureau concludes the engineering proposals of all three applicants meet FCC's rules and standards, hence none should be preferred on engineering grounds.

NEDA Given Until June 12 To Answer Charges of FTC

THE National Electronic Distributors Assn., Chicago, reported last Thursday it has been given an extension of time to June 12 for answering charges by the Federal Trade Commission that NEDA and 37 association members adopted practices tending to hinder competition and create a monopoly in the sale of electronic supplies and equipment.

The FTC had filed the complaint April 14 and had given NEDA 20 days to reply. Hearing on the complaint has been rescheduled from May 26 to Aug. 3, an NEDA spokesman said.

One FTC charge is that NEDA has arbitrarily kept certain wholesale distributors from becoming members. This was categorically denied by L. B. Calamaras, NEDA executive vice president, who said the charge is "hardly consistent" with NEDA's "aggressive campaigns" for membership for several years.

FTC charged NEDA and members with forcing sales by manufacturers only through members or those recognized by NEDA as "established" and "legitimate," urging manufacturers to protect these firms on purchases of tubes made 60 days before a price drop and urging a uniform cash discount and fixed resale prices reflecting a uniform mark-up from distributors' costs, both on goods bought from manufacturers.

NEDA also was charged by the FTC with acting to enforce the policies. The FTC said members "in a number of instances" agreed on quantity discounts, resale prices, rate of trade discounts for goods and on identical price lists for radio tubes sold in the same area. NEDA and members were charged with threatening or carrying out boycott against manufacturers who sold to non-NEDA-recognized distributors, and with giving preference to those who co-operated.

Mr. Calamaras expressed doubt that, even if the charges could be proved, they would constitute violations, because they are not unfair methods of competition, he said. He said there are no precedents to support the FTC's charges and promised NEDA would "resist" the complaint.

Come On In...
BUSINESS IS FINE!

This great Dixie Key Market is just burstin' at the seams with new business every month!

Believe you me... we never had it so good! So, come on in—business is fine here in Miami. But remember...your "in" is WIOD. The Local Boys have proved that's the best way to get RESULTS. Just ask our Rep... Your Hollingbery Man!

WIOD
Established January 18, 1926

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

NBC CONTROL DENIED BY KOA

DISCLAIMER that NBC has any "shred of control, either directly or indirectly" in the management of KOA Denver was issued last week by William Grant, president of Metropolitan Television Co., owners of KOA. Mr. Grant's statement was issued at the same time that KOA filed a 63-page reply to the proposed findings of the Denver Ch. 4 TV hearing by the FCC Broadcast Bureau [B•T, April 27].

Broadcast Bureau held that because Hope Productions Inc. owed NBC $1,250,000, NBC retained an interest in KOA. This would preclude a TV grant since FCC's regulations forbid the ownership of more than five TV stations by one entity. NBC already owns five TV stations. Note held by NBC represented debt due from so-called "Hope Group" (Bob Hope and associates) in the acquisition of KOA from NBC by Metropolitan last year. KOA is half-owned by Hope group and a Denver group.

In a similar reply to the allegations, NBC declared that the clauses in the Hope note which the Broadcast Bureau found suspicious were only the normal rights retained by a creditor. It bolstered this with examples of a score of other such agreements including some by broadcast companies, from the files of the Securities & Exchange Commission. NBC also held that the FCC already had passed on the Hope situation when it approved the sale of KOA from NBC to the Metropolitan group.

Formal resolution to pay off the NBC note after KOA received a TV grant was voted at a special meeting of Hope Productions April 27.

Mr. Grant made the following points in answer to the Broadcast Bureau's allegations of NBC control: (1) NBC is a creditor of one of the stockholders of KOA, and not of the licensee of the station; (2) FCC decided issue of NBC control when it approved the sale of KOA from the network to Metropolitan last year; (3) Hope Productions is "willing and able" to pay off its obligation immediately if the FCC requires that action in granting KOA a television permit. Mr. Grant called the failure of the Broadcast Bureau to cite that latter information an "incredible omission."

Competing with KOA for the Denver vhf channel is KMYR.

Renewals by FCC Include WABD (TV)

SEVERAL score AM, FM and TV stations were granted renewal of license by FCC last week, including WRGB (TV) Schenectady, WABD (TV) New York and WMGM-AM-FM New York. Comr. Frieda B. Hennock dissented in the WRGB and WMGM renewals, indicating "anti-trust activities" should be explored.

In the WABD action, Miss Hennock said that since FCC considered the Paramount control issue "and the majority having found DuMont qualified . . . despite my dissent, I now go along with the Commission in voting for a renewal of license."

FCC also renewed the license of WDLP Panama City, Fla., with Comr. E. M. Webster issuing a concurring opinion reviewing technical violations in 1949 which resulted in putting the station on temporary license. The station for a period was operated without directional antenna at night, FCC said. "While the Communications Act places the responsibility for the operation of a radio station solely on the licensee," Comr. Webster said, "criminal charges based on these violations were brought against the manager only." Since then, the unidentified manager has been convicted and fined, he noted, while the principal owner at the time of the violation has died. For these reasons, and since three years have elapsed, Comr. Webster joined in the renewal.

Military Tubes

THE MILITARY, which traditionally has a taste for standardization, plans to carry its desire for conformity into its choice and use of electron tubes. The Dept. of Defense has announced that future designs of electronics devices for the armed forces "will incorporate only the 192 types of tubes prescribed by a new military standard." This new standard eventually will mean use of an estimated 10% of the number of tubes now carried, say the defense planners. The standard tube list can be found in a document called "MIL-STD 200" which is mandatory for all military departments. There now are more than 5,000 different types of electron tubes in military supply systems—1,000 of which are covered by military specification sheets, the Pentagon notes.

'School TV Too Expensive,' So WGGG Seeks Reserved Ch.

FCC will be asked to pry loose vhf Ch. 5 Gainesville, Fla., from educational reservation even though uhf Ch. 20 there is going begging.

In a letter distributed to members of the Florida Legislature, R. M. Chamberlin, owner of WGGG Gainesville, has asked the lawmakers to refuse permission to the U. of Florida to apply for the channel so that he can put in his own bid after June 2 when commercial applications will be accepted for reserved educational channels.

He offered to provide the school with two hours of free time daily on his proposed station and to charge for operating cost only for "any amount of air time they may want beyond the two hours. . . ." The state-owned and university-operated local station, WRUF, was required to switch from its original educational policy to commercial operation in order to maintain operations, he pointed out, and warned that the high cost of TV broadcasting would similarly "force" the school's outlet to go commercial.

FM Hours Plan Dropped

PLAN to set minimum operating hours for FM stations was discarded by FCC last week—three and a half years after it was proposed.

Under the scheme, new stations would have had to be on the air at least three hours both day and night during their first year. The floor would have been raised to four hours each the next year and to eight hours, day, and four hours, night thereafter.

FM stations operated in conjunction with AMs would have had to operate at least as long as the standard outlet.

California Radio-TV Bill

PROVISIONS banning false, deceptive or misleading advertising in newspapers also would apply to radio and TV stations in a bill introduced in the California State Assembly by Assemblyman Thomas J. Doyle (D-Los Angeles). He said his bill (AB 3493) is designed to make radio-TV advertising conform with newspaper advertising standards.

EVEN CICERO WATCHES WHEN

Just last night Cicero watched WHEN television and today he's shopping the Syracuse market.

Cicero, suburb of Syracuse, is only one community in the rich 26-county market covered exclusively by WHEN. Over 2¼ million people in the heart of industrial New York State — people with big city ideas and shopping habits — watch WHEN, for only WHEN gives COMPLETE COVERAGE of this vast area!

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES WHEN

CBS ABC DUMONT

TELEVISION SYRACUSE

A MEREDITH STATION

AM, FM, TV Ownership Changes Okayed by FCC

OWNERSHIP changes involving two TV outlets, five AMs and a block of five FM stations got FCC approval last week.

These were:

Northeast Radio Corp., Ithaca, N. Y., acquired the five FM stations owned by insolvent Rural Radio Network for $225,475. They are: WVCN De Ruyter, WVCV Cherry Valley, WVBT Bristol Center, WFNF Wethersfield and WHVA Poughkeepsie, all in New York. Northeast is a wholly owned subsidiary of Cooperative Grange League Federation Exchange, chief creditor of the network. Northeast has absorbed RRN, which feeds programs to about 15 other stations.

Lake Superior Bcstg. Co. (WREX Duluth) purchased WDSM Superior, Wis., from Ridson Co., paving the way for their merger to obtain Ch. 6 Duluth-Superior. Lake Superior, which paid $88,186 for WDSM, must sell WREX before purchase can be finalized.

CP for WTVU (TV) Scranton, Pa. (uhf Ch. 73), was bought by Appalachian Co., wholly owned by Mr. and Mrs. Frank J. Collins who paid $22,314 for holdings of their former partners.

Richard Davis, general manager of WELI and WBIB (FM) New Haven, and other station personnel purchased control of the stations from Col. Harry Wilder. Consideration $132,630.

James H. Gibbs became sole owner of WIVY Crockett, Tex., through purchase of 50% interest held by the estate of Hamilton Callen, deceased, his former partner. Consideration $24,000.

Control of WJDX-AM-FM Jackson, Miss., passed to Murchison Bros., Dallas, who increased their holding from 49.8% to 50.7% by purchasing 234 shares from Wiley P. Harris for $24,570.

James M. Cox Jr. relinquished control of WSB-AM-FM-TV Atlanta through conversion of some preferred stock to common and issuance of new stock. His holding was reduced from 51.7% to 41.8%. No consideration.

Control of WPRP Ponce, Puerto Rico, passed to Francisco M. and Antonio Susoni, Julio M. Conesa, Luis A. Ferre, Arturo Valldejuly, Celso Garcia and Radio Americas Corp. in a stock transaction.

Sylvania, Philco Hearing Continued by FTC

HEARING was continued to May 20 by Hearing Examiner Webster Ballinger on FTC's antitrust action against Sylvania Electric Products Inc. and Philco Corp. to give attorneys for two firms time to study the case for their justification of charges. Sylvania is charged with discriminating against its own distributors in sale of radio tubes at lower prices to Philco, and latter firm is charged with inducing such sales and receiving tubes at discriminatory prices.

Humphreys to GOP Post

APPOINTMENT of Robert Humphreys, formerly public relation director of the Republican Congressional Committee, to the $30,000-a-year position of publicity director for the Republican National Committee was announced last week by Chairman Leonard W. Hall. He also announced appointment of A. D. Baumgartner Jr. as executive director.

Serving under Mr. Humphreys is Edward T. Ingle, radio-TV director of the RNC.

TV Studio Bill

BILL to provide for a television studio in the Senate Radio-TV Gallery has been introduced by Sens. Homer Ferguson (R-Mich.) and Burnet R. Maybank (D-S. C.). Bill (S 1648) was referred to the Senate Rules Committee. If approved by the committee and the Senate, the studio would be constructed next to the present Radio-TV Gallery. At present, according to D. Harold McGrath, gallery superintendent, at least four TV interviews are conducted each day.

Florida Anti-Station Bill On Political Libel Fails

FLORIDA House Civil Judiciary Committee has rejected a state bill that would have made radio and TV stations responsible for libelous statements broadcast on their facilities. The measure was introduced by Rep. Morgan Duval [B•T, April 20].

The Duval bill would have repealed a section of the state's libel laws which relieves radio and TV stations of responsibility for statements made by other than station personnel if the stations have exercised due care to prevent slanderous statements. Rep. Kenneth Ballinger noted that FCC does not permit stations to censor political broadcasts. Mr. Ballinger in previous sessions represented the Florida Assn. of Broadcasters.

In the Florida Senate, there were indications of vigorous opposition growing to a Judiciary committee-approved bill prohibiting the broadcasting, televising or filming of official investigations where witnesses are questioned under compulsory summons. George W. Thrope, WVCG Coral Cables, FAB president, asked FAB members to work toward the defeat of the broadcast bar bill.

Newton Attacked Bill

Last Tuesday, V. M. Newton Jr., managing editor, *The Tampa Tribune*, and chairman, committee of freedom of information, Sigma Delta Chi, national professional journalistic fraternity, attacked the bill in a letter to State Senator John Branch. He warned that when a legislative body "proceeds in secret, errors accumulate throughout deliberation and may be carried into a finished proposal where they may be discovered too late for the pressure of public opinion to rectify them." He urged Sen. Branch, who said publicly "the bill goes too far," to oppose the legislation and "thereby extend the principle of free, open government . . . to Florida through the new media of communication, radio and television."

Miles Returns to FCC

CAPT. PAUL D. MILES (USN Ret.), U. S. member of International Frequency Registration Board, International Telecommunications Union, Geneva, Switzerland, is due to return to the U. S. in July to resume his old position as chief of FCC's Frequency Allocation & Treaty Div. Present incumbent A. L. McIntosh is scheduled to succeed Capt. Miles in Geneva.

Deadline for Comments on Clear Channel Pact Extended

FOLLOWING protests by daytime Class II stations, and requests for extension of the May 1 deadline, FCC last week extended the final date for comments on the proposed U.S.-Canadian agreement covering a formula for the protection of Canadian Class I-A stations [See FOR THE RECORD, B•T, May 4] to May 20.

Gist of several dozen protests was that the U. S. should decide the six-year-old Daytime Skywave case before entering into a pact with Canada. A number of objectors claimed that the protection afforded Canadian Class I-A's was "ridiculously high." Others, including the Clear Channel Broadcasting Service, urged that the international understanding be expanded to protect both Class I-A and I-B stations in the U.S. as well as in Canada.

Frequencies Listed

Canadian Class I-A frequencies are 540, 690, 740, 860, 990, 1010 and 1580 kc. FCC said that the proposed pact, with one exception not identified, would require no modification of any existing Canadian station. The U.S. has 140 assignments on Canadian Class I-A wavelengths, and about 40 applications pending.

Under the terms of the proposed agreement, applications not meeting the proposed criteria would be referred to the Canadian Government for comment.

The unilateral agreement was the result of conferences between U.S. and Canadian officials last February. It is designed to eliminate complaints of interference by Canadian Class I-A stations, FCC said.

Under terms of the 1937 North American Regional Broadcast Agreement, Class II stations with powers up to 50 kw may be assigned in the U. S. on Canadian Class I-A channels provided they do not produce more than 5 microvolts-per-meter groundwave or more than 25 uv/m 10% skywave on the Canadian border. Provisions of the 1951 NARBA, still awaiting U. S. Senate ratification, are identical in this respect.

Illinois Senate Passes TV Libel Bill; House Next

TV BROADCASTERS in Illinois will be subject to the same libel laws as radio operators if the lower chamber of the State Legislature in Springfield goes along with a bill passed by the Senate last week.

A proposal sponsored by Sen. William J. Connors (D-Chicago) was unanimously approved by the Senate and sent on to the House. If approved there and signed by Illinois Gov. William Stratton, the measure will amend libel laws revised in 1945 to cover radio as well as press.

The measure would render TV station operators not guilty of libel where they had "no advance knowledge or opportunity or right to prevent" it. TV libel is described as "malicious defamation." As in radio and press cases, "truth would be sufficient defense." The bill does not apply to political utterances on TV.

Penalties provide for a maximum of one year imprisonment and a $500 fine.

Sen. Connors told the Senate that the *Chicago Tribune* and WGN-TV have supported his proposal. The *Tribune* has taken an editorial stand in favor of the bill, introduced last month [B•T, April 6].

Skywave Signal Computation Changes Proposed by FCC

PROVISIONS of FCC's AM engineering standards which allow the intensity of skywave signals to be computed on the basis of individual measurements and which set forth the method for making such measurements, would be deleted according to a proposal issued by the Commission last week.

Instead, FCC would require use of the skywave curves already continued in the standards. The extent of skywave radiation is important in the assigning of standard stations because of interference to existing stations. Deadline for comments in the proposed rule-making proceeding is May 29.

In its order, FCC said that "on the basis of our experience, it appears that the application of these provisions for the case by case consideration of propagation by measurement of skywave signals is wholly unsatisfactory. It appears that the use of the limited amount of data available in individual cases cannot be relied upon to refute the validity and application to particular situations of the skywave curves contained in the standards."

FCC explained that these curves "are based upon relatively large amounts of data secured over a considerable period of time and indicate average skywave fields of broadcast stations much more reliably than the measurements provided for in the existing rules. Nor are there any other types of individual measurements which it is believed it would be practicable to prescribe."

The order pointed out, however, "the Commission is not proposing to preclude any person from submitting such skywave recordings as may be taken from time to time and which, considered together with the existing data, may lead to the formulation of revised skywave curves or allocation rules. On the contrary, where data indicates the necessity or advisability of revising the existing rules and standards relating to the proper determination of skywave service or interference, the Commission will institute an appropriate rule making proceeding to accomplish this result."

Florida Bill Would Ban Airing of Some Hearings

BILL to ban broadcasts and telecasts of legislative hearings and other procedures where witnesses appear under process was passed 22-15 on May 5, by the Florida State Senate. The bill, introduced by Sen. Wallace Sturgis of Ocala, follows the measure authored by Gov. Thomas A. Dewey of New York.

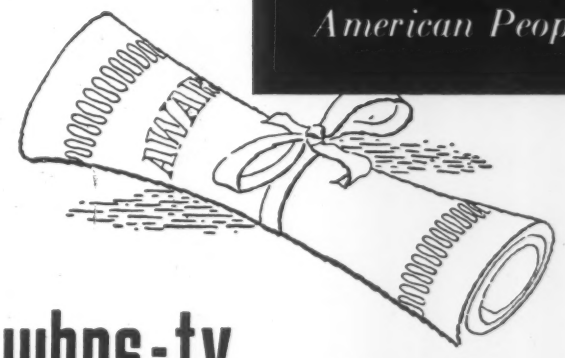
In debate, Sen. Sturgis said persons involved in a hearing were subject to "human fallibilities that make us anxious to please the press and radio and television." Sen. Verle A. Pope of St. Augustine contended the public has a constitutional right to freedom of information.

Sen. Wayne Ripley of Jacksonville said the bill was "a subterfuge" to stop inquiries such as those of the Kefauver committee. He argued Gov. Dewey had drafted the measure merely "to take a slap at a Democrat, Rudolph Halley, former chief counsel for the Kefauver committee," after Mr. Halley had been elected chairman of the New York City Council.

Pennsylvania Libel Bill

LEGISLATION (H-343) to protect radio and TV stations from slander and libel suits in the case of political and other broadcasts not subject to station review was passed last week by the Pennsylvania Assembly. The bill has gone to the State Senate.

for meritorious service to the American People



wbns-tv COLUMBUS, OHIO

the Television Station to receive the ALFRED I. du PONT AWARD for 1952!

WBNS-TV is proud of this honor, and wishes to express their sincere gratitude to the industries, churches, schools, universities, civic groups and service organizations for their fine cooperation in developing our many public service features.

The same staff whose efforts contributed to the winning of the DuPont award is responsible for all of WBNS-TV's programing.

We are inspired to renew our pledge to make every continued effort to maintain the high standards of programing and promotion which have won us such heart warming recognition.

It is our constant aim to bring our viewers a better understanding of their own community and material resources, and thereby enrich their lives and way of living.

To this we pledge our services . .

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

Bill Would Deny Educ. TV Money to State-Aided Outlets

A MOVE to prohibit educational TV outlets operated by state-subsidized institutions from receiving financial aid won favor of a House committee in the Illinois legislature last week.

A House appropriations group recommended a ban on educational television stations obtaining monetary support where the institution is state-financed. The recommendation followed hearings on that measure and another to channel $1 million each for outlets in Chicago and at the U. of Illinois at Champaign—Urbana.

Would Ban Construction

Denial of financial aid would have the practical effect of banning the construction and operation of an educational outlet at the U. of Illinois, whose budget already has been cut by the state.

State broadcasters' groups and other organizations have scored the money-siphoning measure as a means of "putting a vehicle of propaganda in the hands of a government agency" [B•T, March 23, 16, 9].

AM Processing Plan Scrapped

PROPOSAL to set up two processing lines for AM applications was withdrawn by FCC last week because of a decrease in number of pending bids. The plan, which would have given priority to applicants in communities receiving less than 25% coverage from primary AM outlets, was proposed April 17, 1952, but never put into effect.

NBC SHIFTS SPECULATED; CBS-TV CLAIMS SALES LEAD

Brig. Gen. Sarnoff's references to NBC in his NARTB keynote speech, temporary shift of John K. West to New York and reports that several TV affiliates are re-studying their network tie-ins have raised questions about NBC plans for the future.

REPORTS of unrest and impending shifts in the sphere of executive influence at NBC circulated persistently last week—despite repeated denials—in an atmosphere made tenser by CBS-TV's announced claim that it had taken the network television sales lead which NBC has held to date.

CBS-TV's announcement, which also claimed first place in program popularity, cited $43¼ million in gross annual billings signed within a week to bring the network's April-signed new business total to $83¼ million, came in the wake of rumblings that a number of major NBC radio-TV affiliates might switch to CBS [CLOSED CIRCUIT, May 4], plus entirely independent—and unconfirmed—reports that at least one major NBC executive is apt to leave as a forerunner to executive realignment.

The NARTB convention keynote speech by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, meanwhile heightened industry speculation—especially with his call for "sympathetic understanding and cooperation between networks and stations" and that he intends to take, if indeed he had not already started to take, a more direct active role in guiding NBC affairs.

It also was noted that John K. West, NBC vice president in charge of West Coast operations, who also is the newest member of the NBC board, has been assigned to New York headquarters on a mission whose purpose and probable duration were not announced. Indeed, not even the fact of the assignment was announced.

Mr. West

But authorities said the assignment included that of assisting President Frank White on special projects and serving as a coordinator between NBC and RCA officialdom, and that the mission was expected to last about two months.

NBC officially appeared to discount the spate of reports that were circulating. Stories that several TV affiliates in important single-station markets were in negotiations looking toward the possibility of switching to CBS, both radio and TV, were denied as having been "inspired" and "spread" by CBS authorities.

This charge was denied by CBS officials as sharply as NBC officials had made it. CBS-TV authorities maintained that several NBC affiliates had talked with them about "problems," and insisted that NBC had "cause for concern," although they conceded that CBS had not firmed up any "switches."

Such problems as may exist between NBC and its television affiliates may be clarified in the forthcoming meeting, scheduled May 25 in New York, between the NBC-TV affiliates Committee, an independent organiaztion headed by Walter Damm of WTMJ-TV Milwaukee, and officials of the network.

This meeting was called by the committee. One of the chief questions, it was reported, will be NBC's daytime TV programming, long a matter over which affiliates have expressed concern.

On this subject, CBS-TV did not fail to point out—in a presentation coincident with its claim of sales leadership in TV—that as of April 1, it had 19¾ hours a week of sponsored daytime programming as against 7½ hours for NBC-TV. Counting both daytime and evening, CBS-TV claimed its weekly total of sponsored hours stood at 47 as compared to 36.5 for NBC-TV.

If there was any question about CBS-TV having acquired network television sales leadership, there has been none—for some time—about CBS Radio's sales dominance over the other radio networks. Publishers Information Bureau figures for the first quarter of 1953, just released, show that in combined gross billings CBS Radio and CBS-TV outdistanced NBC radio and NBC-TV by more than $2,275,000—$37,008,436 in the case of the two CBS networks and $34,732,111 in the case of those of NBC [B•T, May 4].

Breaking these totals down, it is shown that

CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
HERE'S HOW!...
to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station which produces greater low cost results for radio advertising dollar!
Write for our story.
CKLW covers a 17,000,000 population area in five important states!
50,000 WATTS
800 KC.

Standard Oil Company (New Jersey) reports on...

A big job...well in hand

(Highlights from the Annual Report for 1952)

People needed more oil in 1952 than ever before, but once again ample supplies were available to meet the demand. An important part of this big job was done by companies in which Standard Oil Company (New Jersey) has investments. These companies expanded their facilities to provide people of many nations with oil to heat and light their homes, fuel their ships and planes and trains, power and lubricate their factories, harvest their crops, and run their cars and trucks.

Jersey's Annual Report for 1952 shows how the big job of supplying people's oil needs has become even bigger. It shows, too, how well this kind of American enterprise handles it.

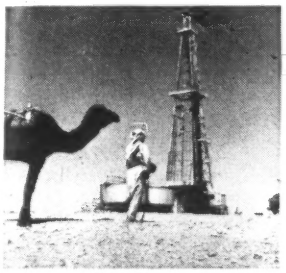
During 1952, Jersey's affiliated companies produced, refined and sold more oil than in any previous year. This meant more oil wells, more miles of pipe line, new tankers, additional refining capacity, and expanded distribution facilities.

It also meant large investments. During the year, new equipment and replacements cost $498,000,000. Since 1945, *almost three billion dollars* have been spent for this purpose.

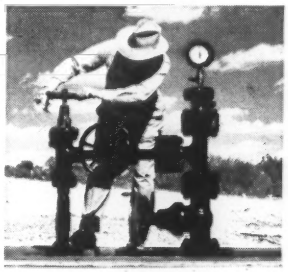
The increased business brought to Jersey and its consolidated affiliates a record gross income for the year, but because of the higher costs of doing business, *net* income was $8,480,000 less than 1951's record high. About half of this net income of $520,000,000 was paid in dividends to the 269,000 persons who own Jersey.

These pictures give some idea of the scope and scale of Jersey affiliates' activities during 1952:

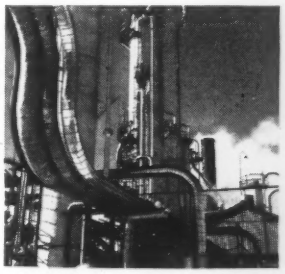
New Oil Sources are located by constant search and by using modern equipment like this helicopter in Canada. New fields were also sought, with good success, in the U. S., South America, Western Europe, the Middle and Far East.



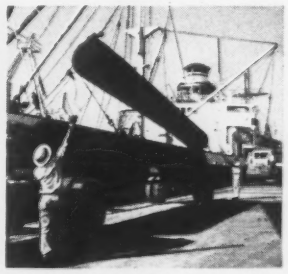
When Geologists Find a Likely Spot, or when known fields are being developed, new oil wells must be sunk, often at great cost. Here is a drilling rig in a project which expanded the known boundaries of an oil field in Saudi Arabia.



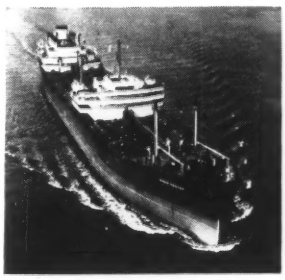
Many New Wells, such as this opening a Texas field, must be placed in operation yearly to meet demands. In 1952, although production of Jersey affiliates was 4 times that of 20 years ago, their proved reserves were at an all time high.



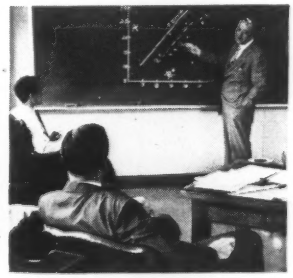
New Refining Capacity helps to meet the need for more and better products. The units shown above, for example, represented an important part of a recent modernization and expansion program at a Jersey affiliate's refinery.



Pipe Lines are costly, but provide the most efficient overland transportation of petroleum. This means cheaper, more abundant products. The pipe shown above went into a line delivering crude oil to a Venezuelan refinery.



Tanker Construction goes on constantly to meet requirements for water transportation of crude oil and finished products. During 1952 Jersey affiliates took delivery of two new ocean-going tankers like the one shown above, as well as four smaller tankers.



New Ideas are essential to meet people's needs for more and better oil products. Over $27,000,000 and the time of 2,500 employees were devoted to research in 1952. Notable results included a motor oil to maintain efficiency of high compression automobile engines.

FINANCIAL SUMMARY—1952

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest	$4,156,977,000
Net income	$519,981,000 or $8.58 per share
Dividends paid	$256,882,000 or $4.25 per share
Wages and other employment costs	$670,200,000
Taxes charged to income	$371,600,000
Other taxes, collected for governments	$384,500,000
Spent for new plants and facilities	$498,051,000
Number of shareholder-owners	269,000
Number of employees	120,000

The Annual Report tells the story in detail. We will be pleased to send a copy to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)
AND AFFILIATED COMPANIES

ESSO

CBS Radio's first-quarter gross billings totaled $15,339,508 as compared to NBC radio's $12,414,383, while NBC-TV led CBS-TV by $22,317,728 to $21,668,928.

The question of NBC sales and Gen. Sarnoff's participation was raised at the annual meeting of the stockholders of RCA (separate story page 73), which by coincidence was held at the same time CBS-TV was claiming acquisition of TV sales dominance.

Questioned by a stockholder about network sales, Gen. Sarnoff expressed the belief that NBC was first in TV network business although CBS had forged ahead on the radio front.

"It's a fluctuating affair," he said.

Wylma Soss, president of the Federation of Women Shareholders in American Business, who had raised the question about network sales, then suggested that a reorganization of the NBC sales department on a more aggressive basis might be a good idea.

"This looks like just the place for your fine Italian hand, General," she commented. Gen. Sarnoff smiled noncommittally.

CBS-TV's announcement that it had "taken the business leadership among all [TV] networks" was made Tuesday at a trade news luncheon where network officials unveiled a presentation refuting nine of the "top 10 cliches" about television. Only one of the 10 "cliches" which has been proved true, according to Network Sales Vice President William H. Hylan and Network Sales Development Manager Edward P. Shurick, is the one that says the advertisers "can't afford to stay out of television."

Mr. Hylan

Mr. Hylan said CBS-TV signed up $4,750,000 in gross annual billings during the week of April 22-28, which he called one of the largest sales weeks in the network's history, and also cited an additional $4 million in new business signed earlier in April.

April 22-28 signings, he said, included:

Prudential Insurance Co. of America for alternate-week sponsorship, starting early in September, of *You Are There*, now seen Sun., 6:30-7 p.m. EDT and co-sponsored by Electric Companies Adv. program through Calkins & Holden, Carlock, McClinton & Smith, New York [B•T, May 4]; Chrysler Motors for half-hour dramatic show, Saturdays at 10-10:30 p.m., starting mid-July, through BBDO, New York [B•T, April 20]; Purex Corp. for a quarter-hour of the Wednesday *Garry Moore Show* starting June 3, through Foote, Cone & Belding, San Francisco, and General Electric's Small Appliances and Electronics Divisions for the half-hour *Meet Mr. McNutley* show, starring Ray Milland, starting Sept. 17 (Thurs., 8-8:30 p.m. EDT), through Young & Rubicam and Maxon Inc., both New York [B•T, April 20].

Earlier April sales previously announced, were listed as including P. Lorillard's decision to move the Herb Shriner show, *Two for the Money*, to CBS-TV in August; Simmons Co. and International Silver Co.'s purchase of *My Favorite Husband* for alternating sponsorship starting in October, and Singer Sewing Machine's decision to sponsor *Four Star Playhouse* on a weekly rather than alternate week basis.

Mr. Hyland predicted that "the time is coming when manufacturers will set up a sales quota for advertising media, and expect them to meet it."

"More and more," he continued, "a medium will be judged not only on its ability to deliver advertising but on its performance in moving merchandise. This trend will be an increasing challenge to every medium because retail sales forces today are thinning out. More than 80 million shoppers go to self-service stores every week."

Television's "exclusive" combination of sound, sight and motion, he declared, make it "the medium best adapted to present needs" and the one "that best fills the reduced ranks of retail salesmen."

CBS-TV's announcement claimed that its "programming popularity has kept pace with its sales leadership," asserting that during the past October-April season it "had more programs in the top ten Trendex than any other network, maintaining an average of six for the entire season."

"All the rating services," the announcement continued, show CBS-TV's *I Love Lucy* in first place, followed by Arthur Godfrey's *Talent Scouts*, with Godfrey's *Friends* in third place in two services and fourth in the other.

CBS-TV's formal presentation, detailed to the luncheon group by Mr. Shurick and slated for extensive showings to agencies and advertisers, claimed for CBS-TV the biggest network growth, the highest average rating, the greatest single audience, the most sponsored time, the largest network billings, the most sponsored daytime hours, the highest rated package shows, and the lowest cost-per-thousand viewers.

'Can't Stay Out of TV'

Of the 10 "cliches" spelled out and answered in the presentation, "you can't stay out of television" was described as the only one which remains correct. "Advertisers who have not yet used [TV] won't be able to stay out when television is as productive as it is for their competitors . . . when it gets a 324% sales increase for a cigarette . . . a 33% increase for an electrical appliance . . . a 400% increase in three years for a candy."

The presentation also noted that, for instance, Singer Sewing Machine, sponsor of *Four Star Playhouse*, is set to spend, during the coming year, almost as much on CBS-TV as the approximately $1.2 million which represented its overall advertising budget in 1951.

In answer to the "cliche" that TV's cost-per-thousand is getting lower but its overall price is "getting too high," CBS-TV asserted that "there's a right overall price for any advertiser, large or small," with television available "in all combinations of programs, time and coverage." It was noted, for instance, that CBS-TV is offering five-minute segments in its 11-11:30 daytime period, occupied by *There's One in Every Family*, at less than $2,500 weekly per participation.

To the "cliche" that television is pricing itself out of the market, it was noted that TV's price-per-thousand homes (counting both time and talent) is steadily going down, while those of printed media are steadily rising. And on the "cliche" that television *will* price itself out of the market, the reply was that, based on CBS-TV's rate formula, network's time cost per thousand homes in 1955 will be what it is today ($1.59). This, the presentation noted, assumes continuation of the present rate of TV growth, which in 1955 would bring 90 per cent saturation in 100 leading markets.

Other "cliches" answered by research data in the presentation included those which maintained that "television will not become a mass medium"; that "television will never cover the country"; that "people won't watch television after the novelty wears off"; that "housewives will never have time for television during the day"; that "in summer viewers will take a vacation from television," and that "when the glamor wears off, advertisers will drop out of television."

Adrian Samish Joins NBC Program Dept.

ADRIAN SAMISH, vice president and radio-TV director of Dancer-Fitzgerald-Sample for six years prior to his resignation a few weeks ago, joined the NBC program department, effective May 1, as a member of the creative production group and as a general executive in the department. Programs Vice President Charles C. Barry announced last week.

Mr. Samish

Before his association with the D-F-S Agency, Mr. Samish served with ABC from 1944 to 1947 as vice president in charge of radio and television programming and production.

Don Lee Network Announces Sales

SALES totalling more than 115 hours on Don Lee Broadcasting System were announced last week by Norman Boggs, network vice-president in charge of sales.

Caswell Coffee Co., San Francisco, starts thrice weekly, five-minute *Something to Think About* on Don Lee Network, for 52 weeks from today (Monday). Santa Rosa Shoe Co., Santa Rosa (Calif.), starts weekly 10-minute news program on 24 stations, for 52 weeks from June 6. Hoefer, Dieterich & Brown Inc., S. F., services both accounts.

Dormin Inc., New York (sleeping tablets), starts twice weekly, five-minute *Names and Places in the News* on the network, for 26 weeks from tomorrow (Tuesday). Agency is Dowd, Redfield & Johnstone Inc., N. Y.

Renewals include Planter's Nut & Chocolate Co., San Francisco, contract for five times weekly, 10-minute segment of *Lucky U* on 41 Don Lee Stations, effective April 9 for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood. General Foods Corp., New York, has renewed its twice weekly, quarter-hour segment of *Breakfast Gang* on the network for 12 weeks from September 30. Agency is Young & Rubicam Inc., New York.

NBC Co-op Sales Reach 100 Affiliate Stations

SPONSORSHIP of NBC radio co-op programs by 280 advertisers on more than 100 NBC-affiliated stations was reported last week by Lud Simmel, manager of NBC co-op sales.

He also announced renewals on the *Howdy Doody Show* (Sat., 8:30-9:30 a.m. EDT) for the complete Dominion Network by Kraft Foods Ltd., through J. Walter Thompson Ltd., Montreal, and the St. Lawrence Starch Co., through Harold F. Stanfield Ltd., Montreal, for two 15-minute periods each through June 27, plus renewal of a half-hour of the program by Ogilvie Flour Co., through Stanfield Ltd., starting October 3.

Mr. Simmel also reported that NBC-TV's *Who Said That?* co-op show (Monday, 10:30-

11 p.m. EDT) had been sold to Piel's Beer Co. by WNET (TV) New York, effective April 13. Young & Rubicam is the agency. He noted that WSPD-TV Toledo and WJIM-TV Lansing have been added to the *Who Said That?* lineup by Pure Oil Co., raising that company's station total to 21.

CBS East-West Switch Transfers Jencks, Woodward

APPOINTMENT of Richard W. Jencks of the CBS-TV New York legal department as resident attorney of CBS Inc.'s west coast legal department, effective immediately, was announced Thursday by CBS Secretary and General Attorney Julius F. Brauner.

At the same time the designation of Charles C. Woodard Jr. of the CBS Hollywood legal staff to assume operating charge of the CBS-TV legal department in New York was announced by W. Spencer Harrison, CBS-TV vice president in charge of legal and business affairs. Mr. Woodard's new assignment becomes effective today (Monday).

McBride Radio Project

ABC radio reported last week that 350 women from 279 localities in the U.S. and Alaska have been nominated as possible winners in the Mary Margaret McBride Radio Project, which is designed to show what women on the local level have accomplished in the interests of Democracy and peace. Winners of the project, which is conducted by ABC radio, will be chosen by a board of judges representing the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

UBC-Friendly Network To Carry Braves Games

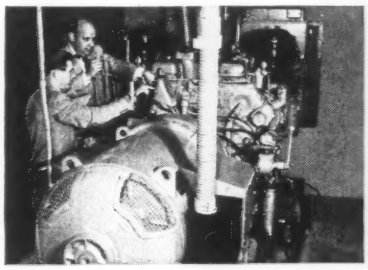
ALL stations of United Broadcasting Co.-Friendly Network have contracted with World News Service to carry Milwaukee Braves baseball games fed by WEMP Milwaukee to a network in that area. Richard Eaton, UBC president, said WNS, of which he also is president, has the concession for the team's home park in 14 Mid-Atlantic and Southern states and the District of Columbia.

Miller's High Life beer is sponsoring games on the network on a participating basis. Sinclair Oil Co. is co-sponsor on WOOK Washington, WINX Rockville, Md., and WANT Richmond, Va. Other stations on the special network are WFAN (FM) Washington; WSID Baltimore; WARK Hagerstown, Md., and WJMO Cleveland.

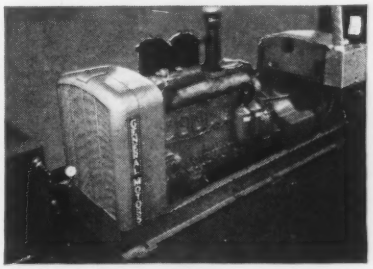
NBC Plans Talent Search

PLANS for a weekly two-hour program to discover and showcase talent new to network radio have been revealed by NBC, which said it would conduct the project in collaboration with station affiliates. The series will be heard Saturdays, 7:30-9:30 p.m. EDT, starting June 13. Four stations will participate in each broadcast in the series, to be known as *New Talent, USA*. Teams of talent scouts will go on the road several weeks in advance of each broadcast, to help the stations in arrangements.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM DIESEL POWER

Write for Generator Set Catalog 6 SA 20.

BBDO-Miner Disassociate

BREAK-DOWN of negotiations between BBDO, New York, and Worthington Miner with respect to production of the new Chrysler program, slated to go on CBS-TV [B•T, May 4] was revealed last week. The agency and Mr. Miner made a joint statement in which it was announced "that it will be impossible for him to go forward with the production of the new Chrysler TV program. The reason for this is solely the fact that complications arose in working out details as to the ownership of the program itself as well as the title. Both BBDO and Chrysler felt strongly that the program as well as the title must be the property of the Chrysler Corp." Mr. Miner is under contract to NBC.

Leaves Buenos Aires

GEORGE NATANSON, NBC Buenos Aires correspondent, planned to leave Argentina last week because he had overstayed his tourist's visa but said that his associations with the Argentine Immigration Dept. had been amicable and that he would seek a residence visa to continue his work in that country, according to reports reaching New York.

NBC Team to Indo-China

ASSIGNMENT of Joseph Michels, NBC-TV news writer and editor, and Edgar Hatrick, NBC Newsfilm cameraman, as a reporter and cameraman team to cover the war in Indo-China was announced last week by William R. McAndrew, manager of NBC news and special events. They left New York for Saigon May 6.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

CBS INC. PROFITS SOAR 58% IN '53

First quarter net profits of CBS and its subsidiaries exceed $2.4 million, reports Board Chairman Paley—record first-quarter earnings for the company.

NET PROFITS of CBS Inc. and its domestic subsidiaries reached a total of $2,404,935 for the first quarter of 1953—approximately 58% above the same period of 1952—Board Chairman William S. Paley announced last week.

The $2.4 million figure was described as record first-quarter earnings for the company, which included not only the CBS Radio and Television networks and Labs Div., but Columbia Records Inc., CBS-Columbia Inc., and Hytron Radio & Electronics Co.

"Operations of the various companies and divisions of the corporations have shown gratifying progress during this period," Mr. Paley said in his announcement, which was made at a board meeting Wednesday. "We have every hope that our operations will show continued growth."

The $2.4 million net income figure for the 1953 first quarter compares with $1,522,796 for 1952, and represents $1.03 per share as against $0.65 per share for last year's first quarter.

The CBS board at its meeting declared a cash dividend of $0.40 per Class A and Class B share, payable June 5 to stockholders of record at the close of business May 22.

The consolidated income statement follows:

* * * *

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Three Months Ended April 4, 1953 (13 Weeks)		Three Months Ended March 29, 1952 (13 Weeks)	
GROSS INCOME (Note 1)		$ 76,454,815		$ 61,379,090
Less—Discounts, commissions and returns		17,775,180		12,977,174
		58,679,635		48,401,916
Deduct:				
Operating expenses and cost of goods sold (Note 1)	$ 43,148,482		$ 36,377,623	
Selling, general and administrative expenses	8,418,447		7,616,538	
Provision for depreciation and amortization of leasehold improvements	962,266		558,658	
		52,529,195		44,552,819
		6,150,440		3,849,097
Miscellaneous income, less miscellaneous deductions		*220,505*		23,699
Income before federal taxes on income		5,929,935		3,872,796
Provision for federal taxes on income (Note 2)		3,525,000		2,350,000
NET INCOME FOR PERIOD		$ 2,404,935		$ 1,522,796
Earnings per Share		$1.03		$ .65

Italics denote red figures.

Notes:

1. Late in 1952 the Company discontinued the practice of netting related operating expenses against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and cost of goods sold" have each been increased $5,413,848 over the amounts previously reported for the three months ended March 29, 1952, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.
2. In November 1952, the Bureau of Internal Revenue published certain proposed regulations under which the Company would be denied the benefits of the television broadcasting relief provision for each of these periods. The Company is of the opinion that the Bureau has no authority under the law to deprive it of this relief. If, however, the Bureau's proposed regulations prevail, the Company would be liable for approximately $210,000 of additional tax for each of the 13 week periods ended April 4, 1953, and March 29, 1952, for which no provisions have been made in the above income statements.
3. The 1953 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN,
Treasurer

May 6, 1953

ADDED as basic affiliate to ABC-TV is WFBG-TV Altoona, Pa., as Jack Snyder (l), station managing director, signs the contract with Alfred R. Beckman, director of ABC station relations department.

ABC-TV Adds Six To Network Affiliates

SIGNING of six new affiliates by ABC-TV was announced last week by Alfred R. Beckman, national director of the ABC station relations depts.

The stations are:

WKNX-TV Saginaw, Mich., uhf Ch. 57 outlet owned by Lake Huron Broadcasting Corp. and under the managership of Howard H. Wolfe, which joined ABC-TV on May 1; KROD-TV El Paso, vhf Ch. 4, owned by Roderick Broadcasting Corp. with Val Lawrence as general manager, which affiliated effective last Monday; WOSH-TV Oshkosh, Wis., uhf Ch. 48, owned by Oshkosh Broadcasting Co. with William F. Johns Jr. as general manager, which was slated to join the network last Friday, and WMTV (TV) Madison, Wis., uhf Ch. 33, owned by Bartell Television Corp. with Gerald A. Bartell as general manager, which is slated to join on or about May 15. WSBT-TV South Bend, on Ch. 34, owned by "South Bend Tribune," with Neal B. Welsh as general manager, which joined ABC-TV on April 15, and WAKR-TV Akron, on Ch. 49, owned by Summit Radio Corp., with S. Bernard Berk as general manager, which is to join on or about July 1.

'53 FIRST QUARTER AT RCA HIGHEST IN COMPANY HISTORY

Report lists profits for period at more than $20 million (before taxes) and in excess of $9 million (after tax provision). Gen. Sarnoff also tells board color TV for public is at least two years away.

RCA did the largest volume of business of any first quarter in company history in the first three months of 1953, with sales amounting to $208,007,533, Brig. Gen. David Sarnoff, RCA board chairman, reported Tuesday to the annual meeting of RCA stockholders, which filled NBC Studio 8-H in New York's RCA Bldg. to overflowing.

Gen. Sarnoff, John Hays Hammond Jr., Mrs. Douglas Horton and Harry C. Ingles were re-elected directors for three-year terms by the stockholders, who also named Arthur Young & Co. to certify the company's financial statements for the year of 1953. Stockholders rejected a proposal of Lewis D. Gilbert, John J. Gilbert, and John Campbell Henry for cumulative voting in election of directors.

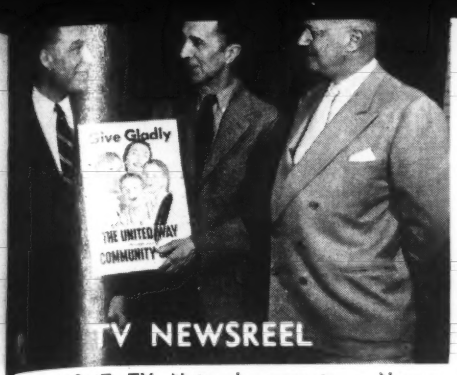
Profits for the first quarter of this year amounted to $20,456,141 before taxes and to $9,293,141 after provision for taxes, Gen. Sarnoff said, the net earnings being 31% ahead of the first quarter of 1952. After provision for preferred dividends, he said, earnings for the quarter were 61 cents a share, compared to 45 cents a share for the same period of last year.

"This excellent record," Gen. Sarnoff said, "resulted from increased sales of television receivers and transmitters and government equipment, as well as the new business of home appliances which the corporation has added to its line of merchandise." In response to a question, he said that TV equipment accounted for about 75% of the total volume of business of RCA-Victor Div. Government business, he said, amounted to $37 million or about 18% of the RCA total, up from 13% in the first quarter of 1952, with RCA "billings to the government this year expected to exceed last year's billings by a substantial amount."

Color TV for the public is at least two years away, Gen. Sarnoff replied to a question following his report on the state of compatible color. "And that two years begins when the FCC approves it for commercial use," he commented, explaining that it will take nine months to a year to tool up to produce color sets and another year to get production going at normal speed. RCA's Lancaster plant, he said, already has a pilot operation underway for the production of tri-color tubes, which he said "can reach a monthly output of 2,000 color tubes within nine months to a year after it tools up for commercial production."

Looking to the future, the RCA board chairman estimated that by mid-1956 there will be 38 million TV sets in U.S. homes, 15 million more than at present. Radios at that

TV NEWSREEL



DuMONT TV Network presents a Norman Rockwell poster to the Community Chest campaign for fall fund raising campaigns. DuMont's Gen. Mgr. Chris Witting (l) admires the poster with the artist (c) and Joseph Allen, radio-TV director, Assn. of National Advertisers and vice chairman of the United Community Campaigns.

SAYING hello are Jack Brickhouse, WGN-TV spts. dir., and Odd E. Moe, gen. sls. mgr., Theo. Hamm Brewing Co., as they meet at a Chicago sales conference. Mr. Brickhouse broadcasts baseball on WGN-TV under Hamm co-sponsorship.

TV PACKAGE set at $100,000 has been bought by Courtesy Motors, Plymouth-Dodge dealers, on KSL-TV Salt Lake City. Concluding terms are (l to r): Sam Hill Jr., KSL-TV acct. exec.; Clifford O. Gledhill, Courtesy owner; Bud Collins, Courtesy sls. mgr. Package includes one full-length feature film, participation in another, and two wrestling features.

CBS Television City's "cross patch" board is discussed by NARTB conventioneers Donald W. Thornburgh (r), pres.; John Leitch (l), engineering v.p., and Charles Vanda, TV v.p., all WCAU-TV Philadelphia. Each plug on the board contains control circuits for projectors and intercom circuits, plus video and audio outputs to each studio.

WSAZ-TV
HUNTINGTON • CHARLESTON

2 reasons why channel WSAZ-TV

1. You can SELL this rich . . . growing . . . prosperous market with only ONE TV Station . . . . The Only TV Station in the area . . . .
2. Exclusively covered . . . in 103 Counties of West Virginia, Ohio, Kentucky and Virginia . . . The Retail Sales: $1,828,557,000; Effective Buying Power: $2,873,118,000 . . . .
3. Your products will receive a fine reception with the excellent promotion and sales-wise departments of WSAZ-TV at your service . . . INVEST your advertising budget where your return will be assured.

100,000 watts
HUNTINGTON, WEST VIRGINIA
represented by THE KATZ AGENCY.

time will total 130 million, he said, including 26 million auto radios.

Acceptance of RCA room air conditioners and room dehumidifiers, introduced last year, "made it possible to sell all available models," he said, with production being expanded this year. The new line of RCA Estate ranges also has found consumer acceptance "most gratifying," he said. When Lewis Gilbert, a persistently critical stockholder, asked the price RCA had paid the stove company and RCA officials declined to answer for "competitive reasons," Mr. Gilbert answered his own question and announced that the sum was $2 million.

After a number of stockholders had praised the achievements of RCA under Gen. Sarnoff's leadership and expressed regret that in three years, when he will be 65, the corporation may lose his services, a motion was made for an amendment to the bylaws to permit him and other valued employes to be retained beyond the stipulated retirement age. Gen. Sarnoff then revealed that the board already has that authority and pointed out that he himself had made no announcement of any plans to retire. "That's up to the board," he said.

Asked how much insurance RCA has on its board chairman, Gen. Sarnoff answered none, causing Wylma Soss, president, Federation of American Shareholders in American Business, to urge the board to follow the example of "many other companies" in insuring its top executives, "beginning with the founder."

Among new developments "in the offing," Gen. Sarnoff listed a compact, light-weight push-button sound tape recorder to be put on the market within the next few months; "splendid progress" toward perfecting a TV tape recorder; miniaturiation of all types of equipment speeded, since transistors can be used to replace vacuum tubes in many operations; closed-circuit TV for industry, school and home, and microwave communications systems and improved high fidelity record reproducing equipment.

RECORDING MACHINE which dates back 50 years is demonstrated to Licia Albanese, Metropolitan Opera star, by Frank M. Folsom (r), president, RCA, and Milton Rackmil, president, Record Industry Assn. of America. The occasion was the 50th anniversary of the first Red Seal classical recording, which took place at Carnegie Hall, April 30, 1903. Mr. Rackmil presented Mr. Folsom with a gold record in commemoration of the event.

Meeting opened with the stockholders standing for a moment in silent tribute to the late Gano Dunn, RCA board member for many years.

Report figures are:

RCA and Domestic Subsidiaries
Consolidated Statement of Income
For the Quarter Ended March 31

	1953 $	1952 $
Products and Services Sold	208,007,533	163,871,331
Cost of Products and Services sold and other operating costs	187,551,392	149,029,811
Profit before federal taxes on income	20,456,141	14,841,520
Federal taxes on income	11,163,000	7,765,000
Net profit for the quarter	9,293,141	7,076,520
Preferred dividend	788,238	788,239
Balance for common stock	8,504,903	6,288,281
Earnings per share on common (14,031,016 shares)	.61	
Earnings per share on common (13,881,016 shares)		.45

DuMont Refutes Fears Of TV Threat to Press

BELIEF that newspapers and television can live together, be financially successful and contribute to America's progress was expressed in a statement to be released yesterday (Sunday) by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and DuMont TV Network.

Dr. DuMont made his observation following a study of reports issued at the 67th annual convention of the American Newspaper Publishers Assn. in New York April 21-23 [B•T, April 27]. Some publishers at the convention expressed concern over the growing competition and inroads by television.

Voicing the opinion that "newspaper publishers and broadcasters will enjoy increased revenues," Dr. DuMont cited figures showing that both newspapers and television had registered peak national advertising revenues in 1952. He added that "more daily newspapers were published in the U. S. last year than in the past decade" and that the "all-time circulation" of 1951 had declined only one-tenth of one per cent last year.

Dr. DuMont said that TV and the press would work to each other's advantage in coming years and pointed to paid advertisements in newspapers by TV stations and television receiver dealers as a method of increasing newspaper revenue. He offered the opinion that viewers would rely on newspapers for complete news and background information and that television, as did radio, will stimulate newspaper reading that will be "translated into increased circulation."

ITC To Put 'Pay-As-You-See' TV Plan Before FCC

INTERNATIONAL TELEMETER Corp., currently testing its subscription TV plan in Palm Springs, Calif., this year expects to apply for FCC permission to operate its "pay-as-you-see" system on a national basis. Cost of installation of the unscrambling device is estimated at $8, according to the firm's officials. Programs are then unscrambled upon deposit of a coin in the coin box attached to the receiver set.

Experiments, delayed by Palm Springs electric power strike, now in its 12th week, will be resumed next fall, according to Carl Leserman, executive vice-president.

top performance guaranteed

Minerva

RADIO & TV
STOPWATCH

Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN
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DuMONT DEVELOPING COMPATIBLE 3-D

DuMont Labs may demonstrate a compatible 3-D color TV system by year's end, President Allen B. DuMont tells stockholders at meeting. He predicts the firm's 1953 sales will top $100 million. Officers, directors re-elected.

A COMPATIBLE 3-D system of color television is in the process of development by Allen B. DuMont Labs and may be demonstrated by the end of this year, President Allen B. DuMont told stockholders at their annual meeting last Monday at Clifton, N. J.

On the subject of color TV—not 3-D color—he said DuMont engineers are not satisfied the system being developed by the National Television System Committee is "right" for the public, and reported it is his opinion that a long time will pass before a commercially practical system is approved by FCC. He said the NTSC system is too complex and the cost of the cathode-ray color tube too high.

Although optimistic about prospect of early successful developments in DuMont's 3-D system, he stressed the company is not preparing to put this system forward now.

Dr. DuMont said TV pictures could be received in four ways in the DuMont 3-D system: In black-and-white, in color, in 3-D color, and in 3-D black-and-white. He estimated the retail cost of a 17-inch color receiver at $600 to $700, and predicted a 3-D black-and-white set would be less expensive.

In a summary of the company's overall business outlook, he said DuMont expects good business with record-breaking sales exceeding $100 million for the year. He cited the lifting of the freeze especially as giving impetus to DuMont transmitter, receiver, and cathode-ray tube sales.

More than 20% of DuMont's total production this year will be in defense work, he estimated.

In a board meeting, Dr. DuMont was re-elected president of the company, along with Stanley F. Patten as vice president; Paul Raibourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Owners of Class A stock re-elected, as directors, Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont, while holders of Class B stock (Paramount Pictures) re-elected Edwin L. Weisl, Barney Balaban, and Mr. Raibourn.

After the board meeting, a regular quarterly dividend was announced. It is 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock and is payable July 1 to preferred stockholders of record at the close of business on June 15.

Mfr. Earnings Reported Up

SURVEY of 1953 first quarter earnings of 411 corporations in 27 categories by the *Wall Street Journal* indicates four radio and television manufacturing corporations earned 178.8% more for this year's first quarter than for the similar 1952 period.

While earnings for the 411 corporations increased an average 10%, the four radio and television manufacturers showed an increase from $1,329,000 in the 1952 quarter to $3,706,000 in 1953.

AT&T Intercity Network Adds WLVA-TV; Total 134

ADDITION of WLVA-TV Lynchburg, Va., to AT&T intercity TV network facilities makes network programs available to 134 stations in 88 U.S. cities, AT&T reported last Monday.

The company also said it was placing an additional southbound TV channel into service between Omaha and Dallas Tuesday, making possible two sources of networks programs to Tulsa and Oklahoma City. This 763-mile link also means the two TV stations in Dallas and outlets on side legs out of Dallas now have three program services available, since they can also receive one program from Jackson, Miss., it was pointed out.

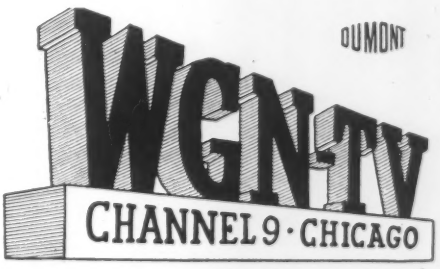
Hi-Fi Demonstrations Set

DEMONSTRATION of high fidelity equipment will be conducted jointly by McIntosh Lab. Inc. and Weathers Industries during a three-day showing in Chicago May 17-19. Demonstration will include a complete home sound reproduction setup in a typical living room setting. Audio engineers will discuss problems in connection with hi-fi system and answer questions on sound equipment. Showings will be held at the Graemere Hotel, and invitations have been mailed out by Frank McIntosh, McIntosh Lab., and Paul Weathers, Weathers Industries.

A 4000 Per Cent Increase!

A local Chicago advertiser has advertised on WGN-TV exclusively for two years, and his business volume has increased more than 4000 Per Cent!

Whether you're big or small, here is a success story that's hard to beat. Another example of the pulling power of WGN-TV—and another reason for making WGN-TV your Best Buy in Chicago.



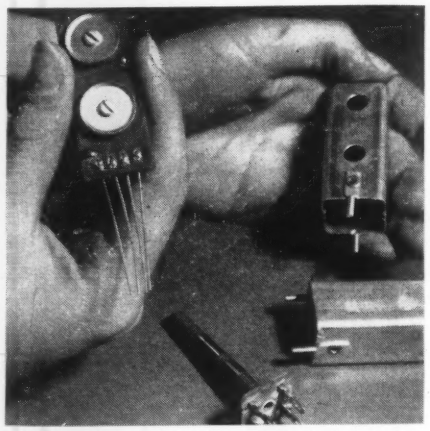
The Chicago Tribune Television Station

RCA MASS-PRODUCES PRINTED CIRCUITS

PRINTED-CIRCUIT transformers and coils, made through a photo-engraving process by which a virtually unlimited number of parts can be produced from a single photographic negative, now are being mass-produced for general use. L. S. Thees, general sales manager of the RCA Tube Dept., Camden, N. J., says that the printed circuits now being manufactured are intended for home TV sets, but that the same photo-etching process can be used to print circuits for parts used in a wide range of radio and communications equipment.

The photo-etch process is so precise that it will faithfully reproduce a circuit pattern having a line width of as little as one-hundreth of an inch. Mr. Thees reports the photographic printing of electronic circuits makes possible unprecedented accuracy in the production and assembly of components and gives precision control of such vital factors as the coefficient of coupling. The printed circuit technique is cheaper than old methods, Mr. Thees added, and by using the photo-etch process, circuit arrangements can be arranged that are impossible with the usual kind of parts.

In order to make the printed-circuit parts, a photograph is taken of the pattern of the required circuit. Then a contact print is made on a copper-clad plastic strip which has been coated with light-sensative material. Next the strip is developed and put into an etching solution. The unexposed parts of the copper are eaten away, leaving an accurate, sharply defined reproduction of the copper circuit. After the strip goes through a little more processing, it is put in a small metal case.



SMALLER (and cheaper) radio and TV sets can be made with printed circuit parts, says RCA Victor's Tube Dept. In the man's hand is a 40-mc printed-circuit intermediate-frequency transformer which will be used in a home TV set. The discs with screwdriver-slots are for tuning the transformer. On the table is a wire-wound transformer. The metal boxes are shields used to keep electrical interference away from the transformers.

* * *

RCA now is making six 40-mc intermediate-frequency transformers, coils and traps for TV receivers. The conventional inductors depend upon coils of hand-wound or machine-wound copper wire. Exact values are determined by the number of turns of wire, its spacing and the diameter of the coil form. In the printed circuit method, both the copper wire and the wire-winding operations are eliminated. Inductances are provided by flat inductors having rectangular windings which are photographically printed on copper-clad strips. Mr. Thees says RCA is a pioneer on the printed circuit field but heretofore had been producing the parts on a "custom order" basic.

DuMont Says Convention Sales 'Record Breaking'

"RECORD-BREAKING" sales of television broadcasting equipment during a four-day period at the NARTB Convention in Los Angeles were announced Wednesday by Herbert E. Taylor Jr., manager of the Television Transmitter Div., Allen B. DuMont Labs.

Mr. Taylor said the equipment was sold to TV station owners and to uhf and vhf station applicants during the convention period, April 28-May 1. Sales included more than 50 of the new DuMont "Film-Scanners," plus vhf and uhf television transmitters, uhf antennas, microwave relay units, cameras and camera chains, camera dollies, studio monitors, master control consoles, and associated station and studio broadcast equipment.

The "Film-Scanner," according to Mr. Taylor, was shown publicly for the first time at the NARTB meeting. He added that it was not shown in "carefully staged, limited-time demonstrations but was turned on at the opening of each day's session and ran continuously until the session closed each night."

New ACA Portable Recorder

AMPLIFIER Corp. of America has announced production of its new 110 volt AC portable tape recorder, the Magnematic, which weighs 19 pounds and attains a frequency response of 50 to 15,000 cycles at 7½ inches per second. Operated by push-button with a solenoid-operated, clutch-controlled capstan drive which starts and stops tape travel in 1/20 of a second, the Magnematic, according to ACA, has a relay-operated modified Geneva movement to control high speed rewind and 60 inches per second fast-forward functions.

Color TV 'Good Way Off'

MANY problems must be overcome before color television becomes a reality, a top manufacturing executive said last Monday. Paul V. Galvin, president, Motorola Inc., told a news conference at the Austin Fine Arts Club in Chicago that color TV is "a good way off." He said that present color tubes are expensive to manufacture, and added that color TV, when it finally arrives commercially, will probably involve use of a 15-inch color tube.

Contracts for Sound Device

AMPEX Electric Corp. has contracted with Magna Theatres and Todd-Ao Corp. to develop and manufacture a special stereophonic sound device for use with the new Todd-Ao system of wide-screen motion pictures, according to an announcement by Alexander M. Poniatoff, Ampex president. The system will employ 35mm magnetic film and is being developed under the direction of Ampex engineer Dr. Cal Becker.

HERE IS WHERE TAX DOLLARS GO

Advertisers can cash in by following tax dollars to the market place. Franklin County (Columbus, Ohio) is unique . . . *more* tax dollars are spent here than are collected. This means buying power isn't siphoned off . . . it is increased!

Large military installations, aircraft factories, defense industries and government centers use tax dollars to meet big payrolls. This money is *spent* where it is earned — in the rich, billion-dollar Central Ohio market.

Reach this market with WBNS . . . with more listeners than any other Central Ohio station . . . with the 20 top-rated (Pulse) programs heard locally. Ask John Blair for rates and ratings.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

URGES CAUTION ON COLOR TV

COLOR TV could be set back for years if the industry moves "prematurely"—before the picture tube problem is resolved and home receivers are able to provide trouble-free service—a leading manufacturer declared last week.

Addressing a United Jewish Appeal dinner at the Hotel Plaza in New York, Ross D. Siragusa, president of Admiral Corp., warned that tooling up for color set production before development of a satisfactory picture tube would be a serious "mistake." He said "the right tube simply doesn't exist at present," and that tubes now are only laboratory devices. He said speculation on the cost of a color tube is "guessing" because it has not yet been designed.

Mr. Siragusa predicted that when the tube problem is solved, manufacturers will be able to turn out reasonably-priced sets and that "sponsors will be willing to absorb the additional cost for color when they see the public is willing to buy the receivers."

Color broadcasting will follow the pattern of radio on multiple-set ownership and replacement of obsolete models with new receivers, he said, referring to small screen models. Less than 1% of TV homes have more than one set, he noted. Demands from present markets, plus the inception of new TV stations, will "keep TV production at a very high level for several years to come," he predicted.

First Quarter TV Sales Up

RETAIL sales of TV receivers exceeded 1.7 million units in the first quarter of 1953, according to Radio-Television Manufacturers Assn. The figure of 1,780,899 TV sets compared to 1,279,783 in the same quarter of 1952. By months the retail sales were: January, 640,073 sets; February, 537,122; March, 603,704.

Retail sales of radios, excluding auto sets, were estimated by RTMA at 1,438,871 units for the quarter compared to 1,505,883 a year ago. This figure by months was broken down as follows: January, 414,726 radios; February, 507,527; March, 516,618.

DuMont Opens New Plant

OFFICIAL opening of Allen B. DuMont Labs. Inc. cathode-ray instrument plant at 760 Bloomfield Ave., Clifton, N. J., will take place tomorrow (Tuesday) at ceremonies to be attended by high-ranking officers of the armed forces and prominent local officials. The instrument plant is said to be the fifth major manufacturing installation of DuMont Labs. The company maintains two other plants in Clifton and one each in Passaic and East Paterson.

Minn. Mining Sales Up

SALES of Minnesota Mining & Manufacturing Co. (sound recording tapes) during the first quarter of 1953 reached an all-time high for that period in the company's history—$51,062,122—it was reported Friday. Previous first-quarter high was $44,358,553 in 1951. Net income before taxes this past quarter was $13,304,859. R. P. Carlton, president, cited substantial sales growth of new and improved products as one factor in the 16% sales jump.

MANUFACTURING SHORTS

Ampex Electric Corp., Redwood City, Calif., opens district sales offices at 252 North Ave. N. W., Atlanta (ATwood 8402); 405 Lexington Ave., N. Y. (MUrray Hill 4-4437), and 7338 Baltimore Ave., College Park, Md. (APpleton 7-9276).

Hytron Radio & Electronics Co., Danvers, Mass., changes name to **CBS Hytron.**

Sprague Electric Co., Marshall, Mass., announces new line of tantalum electrolytic capacitors.

Shallcross Mfg. Co., Collingdale, Pa., announces development of new axial lead precision wirewound resistor.

Electro-Voice Inc., Buchanan, Mich., announces manufacture of new, model 3002-A 3-tube Tune-O-Matic all-channel vhf TV booster.

Minnesota Mining & Mfg. Co., St. Paul, Minn., announces production of new seven-inch plastic reel with diagonal "V" slots for use in magnetic recording.

Electronic Devices Inc., Brooklyn, announces development of new device, "sav-a-battery," to convert battery-type portable radios to AC operation on ordinary 110-volt house current.

Emerson Radio & Phonograph Corp. has taken title to 10-story building at 524 W. 23d St., N. Y., to be used exclusively as administrative and engineering headquarters.

SPOKEN WITH THE VOICE OF *Authority!*

The judge . . . from his exalted position . . . speaks words of judgment clothed with the echo of authority. In Western North Carolina . . . over a rich 11 county area . . . WWNC broadcasts with the quarter-century prestige that also is recognized as the voice of authority.

Western Carolina's pioneer radio station has long been the preference of listeners over this rich area . . . S.A.M. gives it an 82.4% penetration in its 11 county 50%-100% coverage blanket.

Isn't it logical then that many advertisers, national and local, are on its 20-year Honor Roll. The measure of advertising is the ring of the cash register . . . and the rapid development of the WWNC area proves the effectiveness of the station. In Western North Carolina . . . vest your message with the "voice of authority."

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

The Sammy Kaye Show

. . . a NEW RCA

Thesaurus show*

Television and radio audiences in the millions . . . record-breaking personal appearances . . . a tremendous following of fans from coast to coast — *that's the Sammy Kaye story!*

And with that story, *Thesaurus* subscribers are clinching sponsor sales with *"The Sammy Kaye Show"*—the newest addition to RCA's *Thesaurus* Library. The sales power of this show is proved by the time charges and talent fees *already made* by *Thesaurus* subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on *"The Sammy Kaye Show"*—only *one* of 31 big-name, easy-to-sell shows available to you as a *Thesaurus* subscriber. Clip and mail coupon now!

**Thesaurus Success Story #3*

recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-50
630 Fifth Avenue, New York 20, N. Y.
Rush me complete information, including the amazing low rate, on the 31 *Thesaurus* "Big-name shows for low-budget sponsors"—and audition disc for *"The Sammy Kaye Show."*

NAME..... TITLE.....
STATION OR AGENCY.....
ADDRESS.....
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PERSONNEL RELATIONS

AFTRA-DE MILLE QUARREL ERUPTS

PLANNED appearance of Film Producer Cecil B. De Mille on CBS-TV's *Toast of the Town* has been disapproved by the American Federation of Television & Radio Artists (AFL) because Mr. De Mille is "not a member in good standing," George Heller, national executive secretary of AFTRA, revealed last week.

Mr. Heller told B•T Thursday that since Mr. De Mille has not paid union dues since 1944, he is not qualified to appear on a TV program over which AFTRA holds jurisdiction. Mr. De Mille was approached by producers of *Toast of the Town* to participate in a program that was to describe his career in show business, according to Mr. Heller.

"We have no objections to Mr. De Mille appearing as a guest star," Mr. Heller explained. "But we were given to understand that he would be used as a narrator in connection with film clips of his life and of his motion pictures. We consider a narrator a performer and Mr. De Mille is not eligible under AFTRA regulations."

Mr. De Mille has quarrelled with the union since 1944, when he objected to a special $1 assessment levied on membership to fight labor legislation submitted to California voters in a state election. Mr. Heller confirmed that the union had disqualified him from continuing in his post at that time as narrator on the *Lux Radio Theatre*, for which Mr. De Mille earned a reported $92,800 a year.

In reply to a question, Mr. Heller said that, so far as he knew, Mr. De Mille had made no effort to become an AFTRA member "in good standing." He said that Mr. De Mille's union status was "the same as any member who has been suspended for non-payment of dues," and that his application for re-instatement, if submitted, "will be handled in the same way as anybody else's."

Non-Network L. A. Announcers Reject 5% Raise, Vote Strike

TURNING down a 5% wage increase offered by 12 Los Angeles area independent radio stations, announcers met with AFTRA negotiators last week and voted to support a recommendation for strike action. AFTRA Hollywood local board of directors meets today (Monday) to determine future action.

AFTRA, negotiating for a new contract, is asking the independents for a flat $25 per week wage increase for staff announcers. Stations have agreed to sick leave of ten days per year cumulative, but refused a request that discharge for cause be subject to arbitration. The union also is asking limitation for use of parttime announcers.

Stations involved are KMPC KFWB KLAC KFAC KGER KFOX KRKD KFVD KPOL KALI KGFJ and KWKW. KXLA is being negotiated separately. Agreement has been worked out between AFTRA and KIEV whereby announcers start at $85 weekly, with gradual increase to $105 a week by end of third year. Severance pay calls for one week's salary for each year of service, with a minimum of two weeks. Maximum is five years. The clause applies, however, only on discharge under normal conditions.

Admitting that a special union membership meeting is contemplated to support its stalemated demands, Claude McCue, AFTRA regional executive secretary, declared, "We are concerned as a union with having encouraged too many stations to operate in this area by maintaining substandard pay to announcers, which has permitted unfair competition."

Meanwhile, IBEW Local 45 and Southern California Broadcasters Assn., representing 13 member stations in the area, start their fourth week of negotiation today for a new working agreement. The stations are offering an aproximately 5% wage increase for technicians to IBEW's demand for a $25 per week raise.

TV Writers' Vote Ordered

ELECTION to determine free-lance TV writers' choice of Television Writers of America or Authors League of America as their collective bargaining agent has been ordered by NLRB for such writers working on network programs originated by ABC, CBS and NBC in New York, Chicago and Los Angeles, or on programs telecast on a syndicated basis.

Excluded from voting are those free-lance writers employed by advertising agencies, independent TV film producers and sponsors and those who sell or license rights of use or ownership of literary material with no additional contract. Eligible voters in the networks unit must have been employed at some time during the preceding 12 months.

Elections also were ordered to determine jurisdiction of writers on NBC-TV *Red Skelton Show* (Russel M. Seeds Co.); *Mark Twain Television Theatre* (Filmcraft Productions); and NBC-TV *I Married Joan* (Joan Davis Enterprises). The board ruled that all writers employed by McCadden Corp., producers of the CBS-TV *Burns & Allen Show*, are eligible to join a unit except William Burns, brother of George Burns. His exclusion was on grounds that "he receives separate treatment from the other writers."

AWARDS

Radio-TV Safety Aid Cited

COOPERATION of radio and television has been acknowledged by the National Committee for Traffic Safety in handing out its annual citation awards for outstanding contributions to highway safety in 1952. Six organizations and six individuals were recipients of citations, which called attention to public information programs carried on radio and use of tape recordings for radio and TV appearances in the cause of highway safety. Among award-winning organizations were the U. S. Junior Chamber of Commerce and the Atlantic Refining Co., Philadelphia.

Murrow Wins $1,000 Award

EDWARD R. MURROW, CBS newscaster, last Monday was presented with a $1,000 award by Lord & Taylor, New York department and specialty store, for his contributions toward building "the first world-wide corps of radio newsmen" and for his CBS-TV series, *See It Now*.

AMA Honor to 'Christian'

CBS RADIO's *Dr. Christian* program, starring Jean Hersholt, will be presented before an audience attending the annual meeting of the American Medical Assn. at the Commodore Hotel in New York June 2. At the conclusion of the drama, Dr. Edward J. McCormick, president-elect of the AMA, will cite both the program and Mr. Hersholt for the contribution they have made toward "a better understanding of the American doctor."

Fables of the leopard and the hippo — 9

ON GAINING PRESTIGE

THE HIPPO: "Alas, how I've thrown my weight around 'most everywhere, just to be folks' favorite."

THE LEOPARD: "But subtle tactics used just right—in the right place, at the right time, I mean—is really all it takes."

THE MORAL:

Wily TV advertisers know, too (like the Spotted Leopard) that prestige is most easily built by subtlety. And locally-produced Spot TV programs, they find, have a *special* subtlety. Which builds *local* customer acceptance. Which dealers know makes more sales. Which quickly opens up better shelf and floor display space. And so builds product prestige. Easily. Economically.

In just the markets wanted. Just when needed.

Spot TV news, variety, women's, children's and sports programs on these thirteen leading stations sell their markets well. They will get results for your product.

WSB-TV . . . . . **Atlanta**
WBAL-TV . . . . . **Baltimore**
WFAA-TV . . . . . **Dallas**
KPRC-TV . . . . . **Houston**
KECA-TV . . . . . **Los Angeles**
KSTP-TV . . . **M'p'l's-St. Paul**
WSM-TV . . . . . **Nashville**
WABC-TV . . . . . **New York**
WTAR-TV . . . . . **Norfolk**
KMTV . . . . . **Omaha**
WOAI-TV . . . . **San Antonio**
KGO-TV . . . . **San Francisco**
KOTV . . . . . **Tulsa**

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XUM

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

TOP ANTENNA AUTHORITY REPORTS ON CONTOURING TV PATTERNS

LLOYD O. KRAUSE
Supervisor Antenna and Relay Engineering, General Electric Co.

High-gain antennas for television have caused a need to insure adequate signal in the so-called "null regions" of every broadcaster's market area. Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

G-E Installed First High-gain VHF TV Antenna at Louisville, Ky.

The current popularity of high-gain antennas is directly traceable to the success of General Electric's first installation at Louisville, Kentucky, in 1950. As a result, these antennas were produced in quantity to greatly increase availability. Then, too, this initial experiment proved it is economically feasible to achieve increased ERP through higher gain antennas rather than with higher power amplifiers. Today, with broadened application, high-gain antennas are almost universally used for UHF-TV.

Pattern Contouring and Nulls

In general, contouring employs two basic techniques—tilt and null fill-in. The amount used of each depends on the particular application. Nulls are fundamental in antenna arrays. An antenna array is comprised of a prime element having its own pattern, multiplied by the array factor. Nulls will exist where either the array factor becomes zero or where the prime pattern has a null. The array factor resulting from a large vertical aperture produces nulls at high angles, or near the horizontal. These may cause difficulty.

Nulls and Transmitter Power

If antenna gain is increased, pattern nulls move farther away from the station. The same is true when antenna height is increased. Nulls move in proportion to the height. The combination of gain and height increases, which is rapidly becoming common practice today, results in nulls fairly distant from the transmitting site. As this distance becomes greater, unfortunately the effective signal level in the null becomes lower. Transmitter power then becomes an important factor. Higher transmitter power means greater relative depth of null which may be tolerated, since the total level of signal is increased.

Terrain effects enter in that the ground may slope away abruptly on one side and be relatively flat on the other. A combination of electrical and mechanical beam tilting may become necessary. In this way, cities on either side may be covered by an adequate signal.

Beam Tilting

Beam tilting as such usually helps solve a high gain coverage problem in the medium distance range. It may also be desirable for maximum range since the horizon is depressed from the horizontal, depending on antenna height. Without beam tilt, the area at a medium distance from the antenna may have large variations in signal. Tilting a small amount can bring this area up to a high level point on the beam without much variation in average signal.

Simple beam tilting is accomplished by the technique known as progressive phase shift. Uniform phase advance is put in each primary unit of the antenna array from bottom to top. Note, however, that phase shift on a two element array will produce beam tilt but never null fill-in!

Number of Array Elements Important

The amount of pattern control obtainable depends on the number of elements in the array. A certain minimum number exists for effects of phase and amplitude. For example, to produce null fill-in on a 12-bay antenna, by phase shift, the antenna must be broken down to at least three elements of 4 bays each.

Practical Application Contouring G-E 6-Bay Antenna in Brazil

An actual application in Brazil called for a 6-bay antenna but with the principal city lying very close to the transmitting site in the range from 2° to 23° below the horizontal. (See Fig. 1) Simple beam tilting alone could not handle the situation. The only answer was to contour the pattern. For the type of contouring required, phase deviation was found to be the simpler solution. The contoured pattern which was designed for this installation is shown in Fig. 1.

● One of the nation's leading authorities on antenna design and construction, Lloyd O. Krause has been in charge of antenna design for General Electric Co., Electronics Park, Syracuse for the past three years. A graduate of Rose Polytechnic Institute and G-E's 3-year advanced engineering course, Mr. Krause has devoted the past six years to antenna research and development.

He recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band." Mr. Krause is the author of several TV antenna articles published nationally by leading trade publications, and last month he delivered an address before NARTB in Los Angeles on the subject of "Contouring Television Antenna Patterns."

Distant Null Fill-in with 12-Bay Antennas

For most applications of 12-bay antennas, only a small amount of fill-in of the most distant null is required. Ordinarily, a level of 20 db below the nose power is adequate in this null region. A simple solution is 90° phasing of the top or bottom bay of the antenna.

No Mystery in Pattern Shaping

Contouring is not an item over which the broadcaster need be technically concerned. He should be aware of it, however, in order that each installation be reviewed and proper recommendations made. A considerable amount of effort has gone into analyzing basic requirements and designing antennas to meet these requirements. Even so, new and special applications continue to arise and may require different patterns from those offered. By working with a consultant and manufacturer in whom you have complete confidence and applying either standard, standard contoured or a specially contoured antenna pattern, the best overall coverage is assured for the broadcaster.

EDITOR'S NOTE: Due to space limitations this article has been concisely prepared. It should be remembered that the same general principles and procedures apply also to UHF contouring. For additional information please write: *Section 253-11, General Electric Co., Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

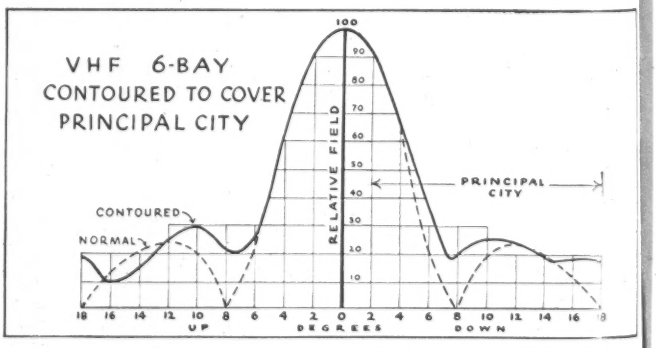

FIG. 1 6-Bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.

features

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- Fifth birthday of network TV. Page 86.
- How to keep books in TV stations. Page 88.

By Dr. Frank Black

SHOULD MUSIC BE HEARD AND NOT SEEN?

I THINK that at this point I am entitled to be called a radio veteran, because for 30 summers and 30 winters, man and boy, I've worked in the medium and I happen to love it. When BROADCASTING • TELECASTING asked me to compare music on radio and television today, I started to look back on some of the changes which have come about since my first broadcast. That was in 1923, on station WOO in Philadelphia, and I presented a piano recital. No one bothered to time the program, and I must have played for about an hour and a half. No one asked for advance program information. I just played what I felt like playing.

A few years later, I was again on the air, this time as the conductor of a 65-man orchestra from the Fox moving picture theatre in Philadelphia. We used to go on the air once a week, from the projection room of the theatre. Our soloists were members of the orchestra and sometimes a singer who happened to be on the theatre's stage show. The announcer ad libbed the musical facts as he went along. Maybe "facts" is the wrong word. Our announcer, for instance, believed that every march we played was composed by Sousa!

The next step was the beginning of the networks, in the middle twenties. The first "network" over which I broadcast consisted of just two stations, WJZ in New York and the General Electric station in Schenectady. Our orchestra, advertised as "the largest orchestra on the air," consisted of only 22 men, but even these had difficulty crowding in to play in the regular broadcast studio. It was around that time that we also started recording programs for future broadcasts, and building up the kind of music library of recordings which is basic equipment for every station today.

Now, a quarter of a century later, I'm still presenting music, as conductor of the CBS Radio *Cadillac Choral Symphony*. In these years, I would say that we've learned a great deal about putting musical broadcasts on the radio. Now we are presented with similar problems on television. In this new medium, full of creative opportunities, I question whether good music has really been presented as it should be. When one listens to music, one's own imagination should be able to roam freely; each one makes his own interpretation of what the music means to him. Radio allows this freedom; television, with all good intent, too often suggests the meaning, through special background effects and other visual devices. No one likes to have thrust on him what someone else thinks the music suggests; his own conception of the music is what brings the sparkle to his eye, the pleasure to his ear.

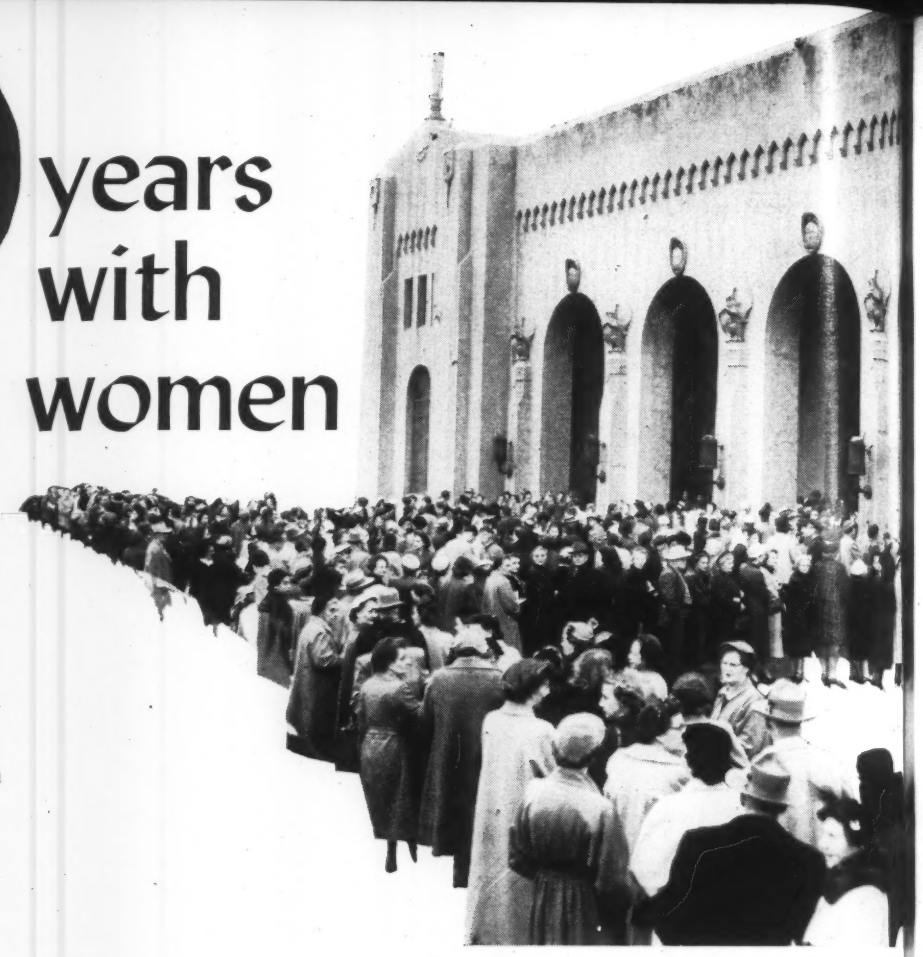
Also, I think that we must admit that most musicians are not actors, nor should they try to be, because they are more convincing speaking through their instruments. What they produce is for the ear, not for the eye. It has been customary in musical movies and on television to concentrate the camera on various sections of the orchestra in action. But after all, how many trombone players do you want to see in a closeup, unless you are studying the trombone yourself? The important thing is to hear them.

Which brings us, I think, to the crux of the question: music is not a visual art any more than painting is an audible one. The experience of going to a concert is basically to listen. Thus, to "view" music on television as it is offered at present seems to me a distraction. The emphasis is apt to be on staging, on choreography, on closeups of the players—all taking away from the impact of the sound.

I do think that music can and will be better presented on television. In the early days of moving pictures, when they were experimenting with a new medium that actually showed people in motion, they exaggerated that motion in their zeal, and made the actors move too fast. They've learned better now; they know that slower motion is more realistic, less distracting. In the same way, because TV can produce visual effects with music, the proportion of emphasis at present tends to be 80% visual, 20% aural. Eventually, I believe that television will achieve a more realistic as well as a more artistic proportion, just as the motion pictures did.

I am not trying to make a plea for radio today. It certainly doesn't need any support from me. The people know what they want; and if they wish to hear good music—and I believe they do—they will turn to their radios. Millions of people are doing just that, every week. Radio is a medium complete in itself, with special fields in which it can be particularly effective. Television is a completely different medium; it too has an important, but a *different* contribution to make. Both should continue to serve the American people.

20 years with the right women



By John Osbon

ONE DAY last year a communication from a station executive passed over the desk of Ed Fitzgerald, timebuyer at J. Walter Thompson Co.

". . . I'm not an ABC affiliate but I'd like to carry the *Breakfast Club* . . . I'll gladly pay you $10 for each day we carry it. . . . Please see if you can arrange it," the station official wrote.

A small-market, midwest outlet wanted to take the show on a "bonus or pay" basis. Still another wished to schedule it with the provision that the station be permitted to sell spot adjacencies or participations.

Agency, network and advertiser officials connected with the Don McNeill early-morning eye-opener frequently receive such queries, many of them from non-basic ABC affiliates. It seems a commercial as well as a general tribute to the popular *Breakfast Club* (aired Monday through Friday, 8-9 a.m., on the full ABC network) which celebrates its 20th anniversary June 23.

The program is a number of things—one of network radio's most durable and established institutions, a rousing success story for at least two advertisers (Swift & Co. and Philco Corp.), a heavily merchandised vehicle that has stood the test of time and TV penetration and unquestionably ABC's most valuable commercial daytime radio property.

Perhaps the most persuasive argument for its success through the years lies in the obvious satisfaction of Swift (currently on Mon.-Fri., 8:15-45 a.m.) which boasts 12 years of sponsorship, and Philco (Mon.-Fri., 8:45-9 a.m.) which has picked up the tab for seven. Toni Co. (Tues., Thurs.) and O-Cedar (Mon., Wed., Fri.) share the first quarter hour segment.

Both Swift and Philco are reluctant to quote sales results—indeed, they say it's impossible to break down any sales directly—but evidence of sales pull, listener fan mail, program attendance and consistently high ratings speak for themselves.

The underlying philosophy is simple. A place in Don McNeill's family of advertisers is a valuable piece of network radio property—and a prestige-builder. An advertiser (even Toni and O-Cedar, which have been on a relatively short time) knows he is getting a franchise for the ears of some 10 million weekly listeners tuned to 352 ABC stations (317 U. S., 32 Canadian, 2 Alaskan, 1 Hawaiian) able to reach perhaps 98% of all U. S. radio homes.

The Network

ABC is reluctant to comment on gross revenue for the McNeill stanza—now near the 6,000th broadcast mark—but a conservative estimate would be about $5 million annually for gross facilities alone. Swift reportedly spends about $2.25 million and Philco some $1.5 million for gross facilities each year.

This $5 million is exclusive of talent (sponsors buy it and facilities together). ABC owns the *Breakfast Club* as a package—not to forget a 20-year pact for McNeill's services through 1970—and its officials are wont to minimize the sum of billings when measured alongside more expensive evening network shows. The fact remains that the program has been a veritable gold mine to ABC since it got its first sponsor (Swift) in 1941.

Don Roberts, manager of ABC's radio network in Chicago, explains it this way:

"Commercially, Don McNeill's reputation with his listeners, the love and respect for him, gives the sponsor's message an impact it could get no place else. After all, you pay off on the score that Swift & Co. has sponsored him for 12 years and Philco for seven. This is direct evidence of the program's selling power."

The *Breakfast Club* did not come into its own commercially until Feb. 8, 1941, when Swift bought 15 minutes, thrice weekly, on 75 stations—claimed to be the largest daytime commercial hookup at the time. Nine days later Acme Paint picked up a segment. In time the list was extended by other advertisers (Cream of Wheat, 1941-42; Kellogg Co., 1943; Kay Daumit, 1946; Toni Co., 1947; General Mills, 1948; General Foods, 1951).

Basically, save for occasional cast changes, McNeill's *Breakfast Club* has not changed discernibly through the years, a fact which contrasts sharply with the mushrooming increase of personnel who are intimately connected with the show.

An avowed claimant to the title, "king of corn," Mr. McNeill has acquired a reputation for salesmanship that invites comparison (and contrast) with CBS supersalesman Arthur Godfrey. To listeners Mr. McNeill offers generous helpings of corn, music and sentiment, seasoned with family fun and prayer.

Commercially, the program fans out into

The people lined up outside the auditorium at left are waiting to get in to see an in-the-flesh production of a radio network phenomenon pictured at right. Now nearing its 20th anniversary, the "Breakfast Club" is an apparently indestructible institution.

baby clubs, contests, premium offers, dealer displays and other gimmicks which Swift and Philco have carefully nurtured to pay off for a variety of products used by the average American family.

These are diligently merchandised, particularly in advance of Mr. McNeill's road trips, which are little short of phenomenal in their drawing power. A ticket to a *Breakfast Club* broadcast on tour—or even in Chicago's Morrison Hotel, where the program originates locally—is a prized possession.

The tribute to Mr. McNeill's loyal following—and thus his commercial success—is that when the program emanates from Chicago, visitors from all over the country flood the network with ticket requests. Ironically, he is considered a stronger draw, and a better commercial property, while on tour. This is because of the role merchandising plays in selling the consumer. His trips also seem to have demonstrated that radio is far from dead if aggressively promoted, especially in TV markets.

That's where merchandising efforts come into full play as Swift and Philco (and to a lesser degree, O-Cedar) pull out all the stops. Executives at Swift & Co. work closely with the principal agency, J. Walter Thompson Co. (Swiftning, Pard dog food, ham and bacon, table ready meats, All-Sweet margarine, peanut butter) and two others—McCann-Erickson (canned meats, Premium chicken) and Needham, Louis & Brorby (cleanser, meats for babies).

Philco works through its own agency, Hutchins Advertising Co.; Toni (Bobbi, White Rain) through Tatham-Laird, and O-Cedar through Turner Advertising Co.

Planning on sales and promotion usually takes place weeks in advance of the McNeill crew invasion.

Advertisers and Agencies

Swift operates on earnings of eight-tenths of a cent per each dollar of sales. (Estimated 1952 sales, $2.6 billion; earnings, $21.6 million.) It reckons its advertising dollar coolly but merchandises lavishly. A road trip usually calls for a round of conferences involving executives from the meat packing firm, the agencies, the network and Don McNeill Enterprises.

Little is left to chance. The proposed itinerary takes into account the type of market, the show's rating in each market, transportation facilities, the strength of Swift products and population. Basis for this planning is J. Walter Thompson Co. report on 162 "C eam Markets," which Swift uses as a bible.

Once Don McNeill Enterprises (set up to handle the star's affairs) sets up the tour, a Swift merchandising man (usually Henry Schumacher) is off for the road. The project may call for a Don McNeill Week in retail stores and groceries and dealer contests for best product displays, best retail ads and overall promotion. (Some 20,000 dealers took part last year.) Kits of materials are distributed. Breakfasts or luncheons are held in various cities.

More than 1,500 communities participated in Don McNeill Weeks last year.

Ray Weber, advertising manager of Swift & Co., told B•T:

"Swift has found over the years that this type of radio show is ideally suited to promote a variety of products. It appeals also to the homemaker who is the principal buyer of our products. Furthermore, the broad coverage of the ABC network ties in well with our national distribution."

Says Ross Littig, account executive at J. Walter Thompson Co.:

"Swift has found that radio is a low-cost medium reaching all markets."

Sam Morgan, assistant manager for radio who works on *Breakfast Club* products, explains Swift's affinity for Mr. McNeill as one of listener loyalty, his appeal to women and the flexibility of demonstrating Swift products. He reported numerous instances where the McNeill personality had drawn customers to food stores during Don McNeill Weeks.

Philco Corp. is no less vigorous in using the show but its methods differ, Savington Crampton, radio director of Hutchins Advertising Co., pointed out. It's one thing to sell bacon and chicken (repeat items)

and quite another to push a variety of appliances—refrigerators, home freezers, electric ranges, air conditioners, radios, radiophonographs and television sets. This Philco has been doing with market cut-ins since Sept. 3, 1945—and with gratifying results, particularly for its refrigerator line.

As explained by John F. Gilligan, Philco vice president in charge of advertising:

"We have come to regard Don McNeill as our personal representative in homes all over the country. He is our star salesman. Our experience has shown *Breakfast Club* to be more than a mere platform for commercials. It's a newsy, friendly, get-together of neighbors and acquaintances who develop an almost fraternal loyalty to the *Breakfast Club* and to Philco products. . . .

"The results of every promotion in which we've used (the program) directly, have varied only from 'excellent' to 'spectacular.'

"The years that Philco has sponsored the *Breakfast Club* have been years of great growth and expansion for the Philco Corp. We feel that a definite contribution has been made (by the program). . . ."

Listener Loyalty

A concrete example of this listener-loyalty was demonstrated last year when fans paid $6 million for over 32,000 Philco products as a requirement for voting for "salesman Don" or "salesman Sam" (Sam Cowling, *BC's* famed wit).

As another example, one Philco dealer in the Hollywood area ran a Sunday advertisement in a community paper reporting he had *Breakfast Club* tickets. When he opened his store on a Monday morning 25 women were waiting for him. Before they left with their tickets, they had purchased two television sets, a refrigerator, a home freezer, several clock radios and two ironers. "What a man, McNeill," remarked the dealer.

Swift and Philco (and O-Cedar and Toni) frequently join hands with stations in a multi-barreled promotion assault when the show is on the road (one month out of every 12). An example is the western trip last Jan. 18-28 which covered 5,685 miles and nine cities (Spokane, Vancouver, Seattle, Portland, San Francisco, Oakland, Pasadena, Long Beach and Hollywood) with an estimated live audience of over 29,000 and ticket requests estimated at over 76,000.

In Vancouver, Swift dealers held Don McNeill Week sales, while Philco representatives invited country dealers in to see the show and attend the unveiling of the company's new line. ABC reported that only 16% of ticket-holders failed to attend.

In Washington, KGA Spokane received more than 6,000 ticket requests as a result of *Breakfast Club* plugs. KGA joined with Swift and Philco in sponsoring a brunch and cocktail party. KJR Seattle helped move 6,200 tickets on Jan. 20, filling the Civic Auditorium, despite the Inauguration telecast at that time (10 a.m. on the West Coast). Station also donated 31 courtesy announcements. Swift, Philco and Toni entertained 45 contest winners and dealers at a brunch. (It was O-Cedar's day on the show.)

In Portland, KEX used 86 countesy announcements for the *Breakfast Club* and boomed ticket requests to 16,000. Part of the promotion was a Red Cross blood drive, with 500 donors receiving free tickets. The program played to a "standing room only" crowd (3,066). In San Francisco (KGO) capacity crowds also were in evidence. Philco brought a bus load of Korean war veterans to the program. A special tape of the program was done at Swift's request for Fresno.

KECA Los Angeles had requests for more than 30,000 tickets and 98% of the 10,000 which the station distributed were used. Some 53 Don McNeill Week storewide sales were scheduled.

Speaking of the western tour, Herb Hawkinson, an O-Cedar sales representative, was obliged to decline invitations to attend various programs and luncheons given for sponsor representatives. "*Breakfast Club* is doing such a terrific job for us I have to keep traveling. I won't be able to see the shows here."

O-Cedar is one of the happiest sponsors in Don McNeill's family. Speaking for O-Cedar is John Turner, Turner Advertising Agency, which handles the account:

"Results have been good. The *Breakfast Club* has been a direct route to the housewife. McNeill has a wide appeal—a wholesome appeal. It's a family group of sponsors he has and we're proud to be a part of it."

O-Cedar sold six million mops last year, and attributes the results to aggressive selling and the fact that salesmen continually talk about Mr. McNeill with enthusiasm. It spends roughly $2 million a year in advertising, with the *Breakfast Club* drawing down perhaps a third (an estimated $750,000 for time and talent). It is satisfied with Mr. McNeill because he is a "salesman" himself and because it can integrate commercials with the program.

O-Cedar doesn't merchandise as expansively as Swift and Philco, but its 150,000 dealers and field men do play a vital role. They are encouraged to build up Mr. McNeill's arrival locally if the cast is to be in town.

As one of the co-holders of the 8-8:15 a.m. segment, O-Cedar is not disturbed by the admission that this is the lowest-rated (roughly 3.3%) portion of the four quarters. Mr. Turner feels the rating is essentially good and cites multi-set listening. The important thing, as he sees it, is "impact" from use of network radio.

"O-Cedar has a substantial investment in McNeill and wouldn't have bought the program unless it was prepared to stay with it," he says.

Toni Co., which is in the process of reassessing its network properties in the light of new products, also has expressed satisfaction with the McNeill show, though it represents only a small part of its overall radio-TV budget.

Richard Neisen Harris, president of the firm, sums it up in this statement:

"Toni believes in the *Breakfast Club* as a prime selling medium for women. Don McNeill's format of interviewing women from the audience is an excellent way of presenting testimonial commercials that have been so successful in putting across our products. His sincerity produces a great deal of believability."

Tatham-Laird inherited the Bobbi account in a four-way agency split last January. It originally had General Mills' Kix, which Mr. McNeill advertised from 1948 to 1951—and successfully, too, according to Paul Schlesinger, T-L radio-TV manager. Toni, which had stayed with Mr. McNeill for 10 months from September 1947, decided to bring Bobbi back on the market. It bought the first 15 minutes of the *Breakfast Club*, twice a week, to push Bobbi and White Rain shampoo.

There are no sales figures available but Toni figures it reaches about 1.5 million listeners each week. It's estimated that the McNeill show costs Toni about $4,000 per broadcast to reach a selective audience, with allowances for network contiguous rates earned by its use of other shows like *Break the Bank*. It also likes the turnover audience, which is a major factor in the program's listenership, and network impact.

The Ratings

Sponsors of the *Breakfast Club*, their agencies and network officials are disposed to shrug off the relatively low ratings of a program that has demonstrated its audience and sales pull and received bulges of national magazine and newspaper publicity. They know that the show delivers where it counts—at the cash register.

A Nielsen national rating for January gave the Toni-O-Cedar segment 3.3, the Swift middle section 4.9 and Philco's period 4.7. Hooper city ratings aren't much higher (18 months ago, Hooper city ratings gave the program a range from 4.3 to 6.3. The first quarter hour is traditionally low-rated because of station clearance problems). Officials point out, however, that the *Breakfast Club* pulls largely in rural areas (with an estimated 27% of its audience) and that national ratings are not indicative of its pulling power. Other considerations which should be taken into account are the multiple-set measurements (still obscure) and automobile radios.

Don McNeill Enterprises estimates the daily listening audience at two million (comprised 65% women, 20% children and 15% men), and notes that more than 150,000 people attend Chicago broadcasts each year. The mail pull is just as substantial (100,000 unsolicited letters of praise, another 250,000 for *Breakfast Club* yearbooks each year).

As toastmaster, Mr. McNeill mushroomed in stature and popularity and became more valuable to ABC. Don McNeill Enterprises was established to handle a multitude of his activities. It works closely, under General Manager Ralph Bergsten and Promotion Director Fred Montiegel, with ABC

WHAS' Hot Tip

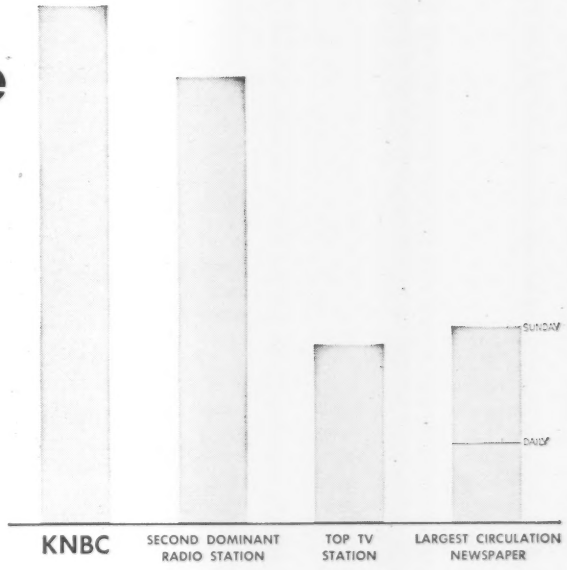
WHAS Louisville recently helped the Louisville fire department find a "lost" fire. The station's program director, Sam Gifford, was looking out of his office window and saw a fire truck, apparently speeding to a fire, stop at a service station. Assuming that the firemen had stopped to call in for a more exact location of the fire, Mr. Gifford, who could see the blaze from his window, called the service station and described the fire's location. Mr. Gifford—still holding the phone in his hand watched as the fireman ran back to his fire truck and sped away.

KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California....The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.

wide circle coverage plus greater audience

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielsen):—KNBC, night, 1,402,100...2nd station, night, 1,215,910...Top TV station, night, 496,130...Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.



make KNBC San Francisco northern California's No. 1 advertising medium

Represented by NBC Spot Sales. In the Southern States, by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia

and the agencies involved, particularly on road trips.

When Mr. McNeill was given a 20-year contract, he also got a clause inserted that permits him to take the show on the road. Like Mr. McNeill, Don McNeill Enterprises has grown, too, until now it handles a variety of activities (preparation of the yearbooks, Memory Time poem books, and publicity). It also plays a vital role in the road trips. Says Mr. Montiegel:

"The policy of advertisers is not to advertise advertising. But Swift advertises McNeill in its newspaper ads as do local dealers. Don McNeill also was one of the first radio personalities to realize that radio had to be merchandised." And Mr. McNeill has been in radio through the Red and Blue network regimes. He was hired by NBC in 1933, became the property of the Blue Network in 1942 and changed to ABC in 1944.

The Television Experience

When McNeill signed his 20-year contract in June 1950, Mark Woods, then ABC vice chairman, expressed gratification with the performer and noted that "during the past 17 years he has served to build a firm foundation for our AM daytime programming activities." The continued affiliation, Mr. Woods observed, also meant the introduction of Mr. McNeill to television.

Network and advertising executives—not to mention Mr. McNeill himself and Philco Corp.—are inclined to write off the performer's initial TV appearance in September 1950 on the *Don McNeill TV Club* as "one of those things." It was not an especially memorable experience. There are divergent views on Mr. McNeill's lack of success which prompted Philco to cancel him (after one renewal in 1951) within 18 months. The most common: lack of format, too much glamor on the show, too much nighttime TV competition, etc. Best guess: Mr. McNeill was out of his element.

It would be premature to write off a personality who has attained a firm grip on the listening habits of millions of early-rising Americans. In fact, there have been discussions underway for months looking toward a possible simulcast series—providing the advertisers fall in line and other problems can be resolved. A pilot film already has been completed. It would not, in any event, be surprising if ABC came off with a simulcast of the 20th anniversary program June 23.

ABC radio affiliates carrying the network's *Breakfast Club* have been swamped with ticket requests, and the S.R.O. sign is out in six eastern cities that are playing host to the Don McNeill early-morning program starting May 4.

ABC affiliates have mapped special plans along the itinerary route to honor the McNeill cast on its tour, which winds up in New York May 11-15. Three of the four participating sponsors—Swift & Co., Philco Corp. and O-Cedar Corp.—have arranged luncheons in New York City for the cast May 9, 11 and 14.

About 18,000 seats were made available to *Breakfast Club* fans in advance of the swing through Detroit (May 4), Cleveland (May 5), Youngstown (May 6), Pittsburgh (May 7) and Rochester (May 8).

FIVE YEARS TO SPAN A CONTINENT

ON May 1, 1948, AT&T opened for commercial use 196 miles of television channels, providing network service to 12 TV stations in five cities—New York, Boston, Philadelphia, Washington and Baltimore.

Now, just five years later, the AT&T inter-city TV network comprises 34,000 channel miles of coaxial cable and radio relay connections, bringing "live" network TV shows to more than 130 stations in 87 cities, according to A. F. Jacobson, Long Lines Director of Operations, who said that before the end of 1953 another 13,000 channel miles will have been added.

"To meet the anticipated increased requirements of broadcasters, Bell System people are engaged in an extensive and progressive program designed to expand network facilities," Mr. Jacobson said. Present plans of AT&T call for construction this year almost double of that of any previous year.

Major milestones in network television since May 1, 1948, were listed by AT&T as follows:

1. The national political conventions were telecast to 18 stations in nine eastern cities (Schenectady, Boston, New Haven, New York, Newark, Philadelphia, Baltimore, Washington, Richmond) in July, 1948.

2. A section of TV facilities was opened in the midwest in September, 1948. It served seven major cities (Buffalo, Cleveland, Detroit, Toledo, Milwaukee, Chicago, St. Louis) from Buffalo to St. Louis.

3. The east and midwest networks were linked in January, 1949.

4. Coast-to-coast television was inaugurated in September, 1951, with the opening of a microwave radio-relay system that carried telecasts of the Japanese Peace Treaty Conference.

5. Telecast of political conventions in July of 1952 to 107 stations in 65 cities.

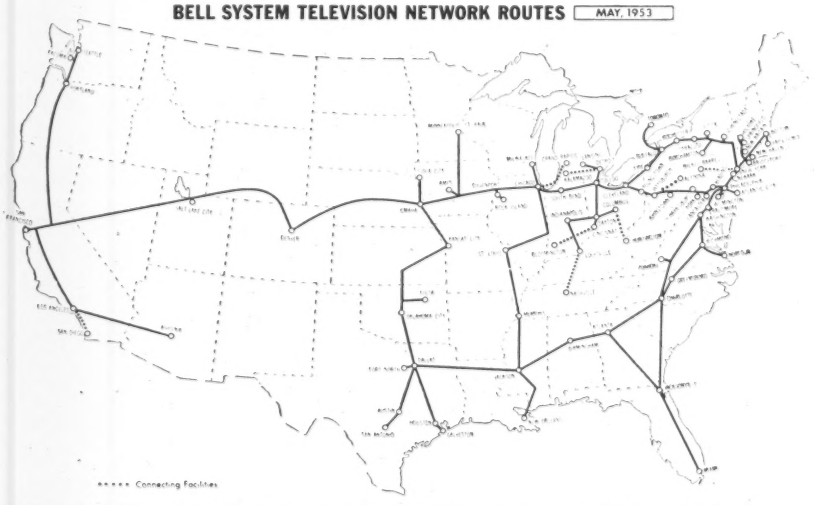
6. In September, 1952, 50 theatres in 30 cities were linked on a closed circuit for the Walcott-Marciano heavyweight title fight. It is estimated that 125,000 persons witnessed the match.

7. First coast-to-coast telecast of election return programs, November, 1952. The Bell System facilities made it possible for these programs to be transmitted "live" to 110 stations in 67 cities.

8. January, 1953, another first—coast-to-coast telecast of the Presidential Inaugural ceremonies. An estimated potential audience of 75,000,000 witnessed this historic event, which was transmitted to 118 stations in 74 cities.

9. Also in January, 1953, Bell System network facilities were extended to Toronto, Canada, establishing the first regular video link between the two countries.

BELL SYSTEM TELEVISION NETWORK ROUTES MAY, 1953



ANNOUNCING THE NEW

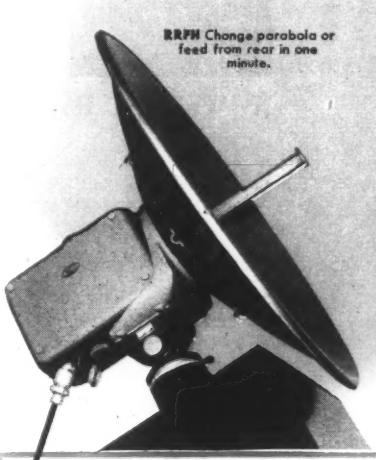
RAYTHEON **7000MC AUDIO-VIDEO**

Microlink

KTR-100

TRPH Special casting assures rigidity of parabola in all applications.

FOUR COMPACT, HIGHLY PORTABLE UNITS PROVIDE THE ULTIMATE IN SIMPLICITY, UTILITY, DEPENDABILITY AND SERVICEABILITY



RRPH Change parabola or feed from rear in one minute.

Raytheon *Microlink* provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RF plumbing and audio circuits, the Raytheon *Microlink* is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy microwave equipment for remote pick-up, STL or network interconnection, by all means look into the Raytheon *Microlink*. You will be richly repaid in economy, operating convenience and reliable performance.

Write for complete information

21 BIG FEATURES you want most in Microwave Equipment

1. Multiplex audio-video—range to 25 miles
2. Up to 500 ft. of camera cable may be used between control units and RF heads
3. Cable length compensation by capacity switch
4. Provisions for frequency, modulation and klystron power monitoring
5. Temperature-controlled fused quartz cavity
6. Simplified AFC with improved limiter using same discriminator as video
7. Entire system operates over —30°C, to +50°C ambient temperature range
8. Transmitter klystron voltages regulated for 7000 mc frequency stability
9. Klystrons housed in temperature controlled ovens
10. Only 4 light compact units with all components accessible
11. 2, 4 and 6 ft. dishes available with simplified antenna feed
12. Meter jack in Receiver Control for peaking dish with Simpson meter
13. Vertical or horizontal antenna feed
14. Test switch meter and test points for checking system during operation
15. All caps and covers attached to units
16. Intercom between control units and RF heads
17. 110 volt outlet in completely waterproofed RF heads
18. Standard tubes and circuitry with proven dependability
19. Embodies every technique of simplified, ruggedized, miniaturized design
20. No FM broadcast interference in interconnecting cables
21. Convenient luggage-style aluminum cases with rugged baked finish

RCU Circuit design and packaging by specialists.

RAYTHEON

RAYTHEON MANUFACTURING CO.

Equipment Sales Division

Dept. 6270-BT WALTHAM 54, MASSACHUSETTS

TCU Light and convenient with standardized connections at end of cable.

BOOKKEEPING *Key to*

Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense—and more revenue—TV station management needs up-to-the-minute accounting systems that will keep it thoroughly informed. Walter J. Damm, vice president and general manager of radio and television (WTMJ-AM-TV), The (Milwaukee) Journal Co., is celebrated among broadcasters for his sharp managerial eye. In this article he tells how he keeps it on WTMJ-TV operations.

By Walter J. Damm

WHEN the editor of this worthy journal said:

> "A lot of broadcasters have run their radio properties without paying serious attention to keeping books. In some cases I know of, accounting systems have been pretty primitive. Because of the larger sums of money involved telecasters are going to have to maintain much tighter accounting systems than radio broadcasters have had to maintain,"

he never spoke truer words.

When this same editor asked me to describe our accounting system I told him I was not an accountant or a bookkeeper. And when the same persuasive individual insisted that notwithstanding I take a crack at explaining our system, I finally agreed with the proviso that I be permitted to explain what we found we needed in the way of facts and figures from the accounting department in order to keep abreast of day-to-day operations, costs and revenues, and then the accountants could figure out the way to set up the books to produce them.

What we, as management of WTMJ-TV, want to know about our operation is not much different from what we have wanted to know all along about our radio and newspaper operations except that some of the account classifications are different. We have never been satisfied with any standard classification of accounts. Whenever it has been deemed desirable, sub-classifications have been added. The biggest bugaboos are the "sundry" accounts which can hide many important expenses that should be analyzed separately.

I will admit that we have not been welcomed with open arms by our accounting department whenever our curiosity for further detailed information has resulted in additional account breakdowns.

Based on our radio experience and five years of television operation here is a list of what we feel we need in the way of information in order to know what our costs consist of and where the money comes from to pay those costs and still leave a profit:

1. Weekly profit and loss estimate.
2. Monthly profit and loss statement (actual).
3. Daily net time service sales divided so as to show announcement and program sales by the national reps and for all business other than that sold by the national reps, the report showing comparisons for the same day of the previous month and the previous year together with accumulated totals for the year.
4. Monthly detail of expenses and revenue by various classifications and comparisons for the previous year and accumulated totals for the year.
5. Monthly summary of time on the air, showing hours of network and non-network, with a breakdown showing commercial, participating and sustaining and with further divisions as to live, kinescope or film.
6. Monthly report showing the percentage of gross network billings received by the station as compensation.
7. Monthly report showing total commercial hours carried from each network with relation to total hours offered by each network.
8. Semi-annual report on per hour cost of transmitter tubes and camera tubes.
9. Monthly report showing earnings of each staff member over and above regular weekly salary and overtime, which earnings are the result of the sale of the staff member's time to commercial sponsors.
10. Cost of sales of national rep spot business.
11. Cost of sales of non-national rep spot business.
12. Cost of each participating program and revenue produced by each.
13. Percentage of total spot sales at old rate and new rate for each of six months during which old rate is guaranteed following announcement of new rate.
14. Per hour over-all operating cost.
15. Per hour over-all revenue.
16. Monthly net revenue from non-national rep spot sales, and percentage of such sales to total spot sales.
17. Monthly revenue from the sale of national rep spot sales, and percentage of such sales to total spot sales.

To us the weekly profit and loss estimate is one of the most vital parts of our operation. It lets us know how things are going without waiting for monthly and semi-annual statements. It is based on the previous month's overhead with estimated expendi-

Better TV Management

tures and revenues for the current week.

The monthly profit and loss statement is corrected to the actual overhead, expenses and revenues for the current month.

PROFIT & LOSS STATEMENT

REVENUE
- Time Service (spot sales net after time discount and agency commission)
- Talent Sales
- Sundry
- Network
- Gross Revenue
- Less—Credits & Allowances
- Bonus, Discounts
- Net Revenue

COST
- Operating Expense
- Selling Expense (Salesmen-Commission-Promotion-Publicity)
- Gen. Administrative Expense
- Pension Contribution

INCOME BEFORE TAXES
- Federal Taxes
- State Taxes

NET INCOME
- Week's Acc. before Taxes
- Week's Acc. after Taxes
- % Increase or Decrease this week over same week last year

NET INCOME (WEEK)

ACC. BEFORE TAXES

ACC. AFTER TAXES

The daily time service revenue report (lower right) gives us all of the information we need regarding spot sales, where they come from, of what nature they are (whether announcements or programs), how today compares with the same day of last month and the same day of last year by date as well as by day of the week. It also gives us the accumulations for the various classifications since the first of the calendar year.

Several of the other reports are not entirely accounting department reports. They are a combination of records kept by the various station departments and correlated with the figures supplied by the accounting department. Among the most important of these reports are the breakdown of time on the air as between network and local-commercial, participating and sustaining; a report showing the per cent of gross network billing received by the station as compensation; and the report showing the per hour operating cost and per hour average revenue.

The most detailed report of all is the monthly expense and revenue analysis by classifications. It is in this report that we are constantly adding new classfications and it is these classifications which are used in setting up the annual budgets.

A careful study of the classifications of expenses and revenue gives every department head a knowledge of how his department is functioning. The classifications of expense are grouped into General Operating, Sales Administrative, etc. I will admit that at first glance this whole system seems very complicated and burdensome but I know that in our case the value to management fully justifies the work and expense involved.

ACCOUNT CLASSIFICATIONS

Salaries

Administrative*—Total—(Gen. Mgr., Asst. Gen. Mgr., Manager, Asst. to Manager, Office Mgr., and other administrative personnel but not including department heads)

Newswriters*—Total—(including department head)
- Salaries
- Overtime
- Temporary

Continuity Writers*—Total (including department head)
- Salaries
- Overtime
- Temporary

Library Staff*—Total (including department head)
- Salaries
- Overtime
- Temporary

Engineers*—Total (including department head)
- Salaries
- Overtime
- Temporary

Announcers*—Total (including department head)—(Does not include fees charged back to advertisers)
- Salaries
- Overtime
- Temporary

Musical Staff*—Total (including department head)—(only musicians paid regular weekly salary)
- Salaries
- Overtime
- Make-up & TV Appearance Fees
- Temporary

Production Department—Grand Total

Managers & Assistants*—Total

Producers-Directors*—Total
- Salaries
- Overtime
- Temporary

Floor Managers*—Total
- Salaries
- Overtime
- Temporary

Floormen*—Total
- Salaries
- Overtime
- Temporary

Film Dept.*—Total
- Salaries
- Overtime
- Temporary

Art Dept.*—Total
- Salaries
- Overtime
- Temporary

Drafting*—Total (including department head)
- Salaries
- Overtime
- Temporary

Sponsors' Programs—Total
- Regular Staff
- Staff Musicians
- Non-Staff Musicians

Participating Programs—Total
- Talent
- Staff Musicians
- Non-Staff Musicians
- Staff other than Musicians

Sustaining Programs—Total
- Talent
- Staff Musicians
- Non-Staff Musicians
- Staff other than Musicians

Sales Staff*—Total (including department head)
- Salaries Staff
- Commissions

Promotion*—Total (including department head)
- Salaries
- Overtime
- Temporary

Publicity*—Total (including department head)
- Salaries

XUM

Overtime
Temporary
Public Service *—Total (including department head)
Salaries
Overtime
Temporary
Office Staff *—Grand Total
Office Clerks *—Total
Salaries
Overtime
Temporary
Messengers *—Total
Salaries
Overtime
Temporary
Pages & Guides *—Total
Salaries
Overtime
Temporary
Maintenance Staff *—Total (including department head)—(is restricted to building maintenance. Does not include equipment maintenance)
Salaries
Overtime
Temporary
* *

TOTAL SALARIES AND WAGES

* Additional sub-heads such as "Dismissal Bonus", "Vacation Relief", "Illness Pay" etc., are used where such expense occurs.

** Additional classifications to be added where needed

[1] Can be broken down into sub-classifications such as "Supervision", "Studio", "Control", "Transmitter", "Maintenance", etc.

[2] These moneys paid to announcers, engineers, producer-directors, etc., over and above regular weekly salary for services outside regular hours in connection with sponsors' programs and are charged back to sponsors.

[3] Including special talent on regular payroll working on participating or sustaining programs as well as extra fees paid over and above regular weekly salary of other staff members doing special work.

EXPENSES

Building Suplies
Janitor Supplies
Lavatory Supplies
Lubricating Oils and Grease
Fuel Oil
Electrical Power and Light
Telephone and Telegraphic Tolls
Telephone Switchboard
Gas
Water
Services (A.D.T., etc.)
Freight, Cartage and Express
Legal Fees
Engineering Fees
Licenses
Music
ASCAP
BMI
SESAC
Miscellaneous
Script Rights
Performing Rights (other than music)
Donations and Dues
Donations (Tax deductible)
Donations (Tax non-deductible)
Dues (Tax deductible)
Dues (Tax non-deductible)
Business Services (for information of management)
Developing and Printing Films, etc
Messenger Service
News and Picture Service
Experimental Expense
Studio to Transmitter Circuits
Automobile Expense (mileage and fixed fee)
Car Fare and Taxi
Traveling Expense
Promotion Expense—Total
Printed Matter and Form Letters
Advertising
Research
Public Events
Prizes
Entertainment
Employe Relations
Miscellaneous
Office Expense
Postage
Rent
Pro rated cost of joint building use
Advertising Representative
Pension
Sponsors' Program Expense—Total—(Charges incurred on behalf of sponsors and billed to them at a profit)
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Participating Program Expenses—Total
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Sustaining Program Expense—Total
Tel. Lines and Ticker Service
Transcriptions and Films—Library Service
Music and Music Arrangements
Professional non-staff talent
Scenery and Properties
Motion Pictures, Slides and Cards
Costumes
Fees and Rights
Gifts and Prizes
Network Co-op
Miscellaneous
Repairs—Total
Building
Painting and Washing
Heating and Ventilating
Lighting System
Plumbing
Sundry Building Equipment
Sundry Operating Equipment
Garage—Storage—Repairs—Upkeep
Rearranging Building Equipment, etc.
Depreciation
Insurance
Taxes (Payroll, etc., exc. income)
Pension Contribution

TOTAL EXPENSES

REVENUE

Time Service—Total
Local Accounts—Retail Rate
Local Accounts—General Rate
National Accounts—non-Rep.
National Accounts—thru Rep.
Sponsors' Program Revenue
Broadcast Circuits and Ticket Service
Transcriptions (Records or Film)
Library Transcription use
Music and Music Arrangements
Staff Talent
Non-Staff Talent
Technical Service
Production Service
News Service and Editing
Record Cutting
Artwork
Rehearsal Charges
Combination Studio Use Charges
Rental of Auditorium Studio
Remote Epuipment Use
Scenery, Props and Costumes
Traveling Expense
Fees and Rights
Gifts and Prizes
Network Co-op
Network Revenue—Total
NBC
ABC
DuMont
CBS
Participating Program Revenue (Sale of bookets, recipes, etc.)
Sundry Revenue (including network cut-in charges)

TOTAL REVENUE
LESS ALLOWANCES
TOTAL NET REVENUE
TOTAL COST (Total Salaries & Expenses)
TOTAL NET PROFIT

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

ON THE AIR REPORT

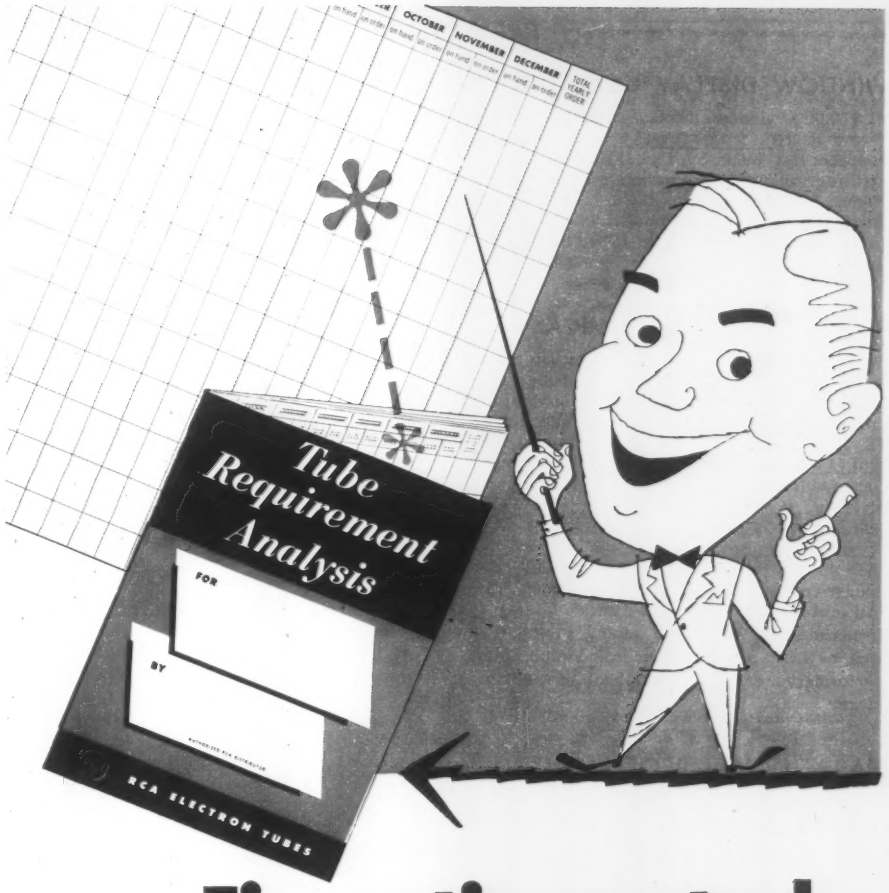
Total Hours on the Air — Month

	Network	*Local*	*Total*
COMMERCIAL			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			
TOTAL			
PARTICIPATING			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			
TOTAL			
SUSTAINING			
Live			
Kine			
Film			
TOTAL			
GRAND TOTAL			
Live			
Kine			
Film			
Network Co-op—Live			
Network Co-op—Film			

SPOT SALES BREAKDOWN

	Nat'l Rep.	*Non-Nat'l Rep.*	*Total*
ANNOUNCEMENTS			
$	$	$	$
% Total Announcements	%	%	100%
% Total Class	%	%	
PROGRAMS			
$	$	$	$
% Total Programs	%	%	100%
% Total Class	%	%	
TOTAL			
$	$	$	$
% Class	100%	100%	

Of course, all of these statistics wouldn't mean much if when they are received they were put aside to be looked at at a more convenient time. In our case, as they are received, other work waits until they have been analyzed. For instance, when the monthly analysis of expenses and revenue by classifications is received the writer personally transfers the figures to a set of cards (1 for each classification) which dates back to 1927. The same is true of other data such as the accumulated figures at the end of each month from the Daily Time Service Revenue report. In other words we do not just look at the reports and then file them. Posting to our accumulated cards impresses them upon us far more than just looking at them and gives us an opportunity to make immediate comparisons with the last month, the last year, and even if necessary the past several years. Sure it is a lot of work. I could have my secretary do it for me but, from experience, if that were done we would *not* know what we do about our operation.



Fingertip control of your broadcast tube inventory

HERE'S A PROGRAM that places vital ordering and inventory information right at your fingertips. With just one glance you can quickly estimate the status of your reserve tube stock.

Here's all you have to do . . .

Get in touch with your RCA Tube Distributor. Tell him you would like to take advantage of the free RCA Tube Requirement Analysis Program.

Your RCA Tube Distributor will survey your station equipment, analyze your tube requirements, and prepare a suggested inventory control system for your spare tube stock . . . tailored specifically to your equipment and your operation. There is no charge or obligation for this service.

RESULT: *No shortages.* No "overstocks." Your spare tube inventory will be in correct balance at all times.

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. No charge or obligation.

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

WINDOW DISPLAY CONTEST

A $10,000 window display contest for RCA Victor dealers from coast to coast was announced last week by Jack M. Williams, advertising and sales promotion manager of the Home Instrument Department, RCA Victor Division of RCA. The contest, which will run from May 15 through June 15, is tied in with the company's promotion of portable radios.

RECORD-MAKING CHEMICAL

MONSANTO Chemical Co.'s advertising took a musical turn recently with the distribution of a recording of two specially composed pieces, combining chemistry and music. The 10-inch 78 rpm record, in a handsome jacket, was sent to a selected list of customers and prospects for products of the company's Organic Chemical Div. Featured on the record is the "ONB Samba," ONB being a flow aid in the manufacture of unbreakable plastic records. On the flip side is the "Monsanto March." Both songs feature the composer, Russ Davis, musical director of KSD-AM-TV St. Louis. Information on ONB and related products, as well as facts about the record, composer and performers are found on the back of the record jacket.

PARE DOWN PROBLEMS

HOLDING a real potato-peeler and telling you how "to pare down Kansas selling problems" is the girl on the cover of a WIBW Topeka, Kan., promotion piece. The colorful orange and black folder gives cost information, addresses of sales representatives and also tells you how to send away for more potato-peelers.

BINAURAL SOUND

RENSSELAER Polytechnic Institute, Troy, N. Y., announced last week that it had conducted a "successful scheduled broadcasting of binaural sound for several months" over WHAZ and WRPI, radio stations operated by the institute. RPI said that a series of concerts had been carried every Monday evening since Nov. 3, 1952.

KOREAN ANNIVERSARY

A DOCUMENTARY radio program describing the highlights of the Korean War, in connection with its third anniversary, will be broadcast over NBC on June 21, 8:30-9:30 p.m. EDT. James Fleming will edit and narrate the program, which will be based on actual tape recordings made by NBC during the Korean campaign. The program will be produced by Joseph O. Meyers, manager of the central news desk, and preparation will utilize the facilities of the NBC newsroom.

'LIFE IN NEW YORK'

A 13-WEEK television series covering various phases of social and economic conditions in New York is being aired on WNBT (TV) New York as of May 10, 3-3:30 p.m. EDT. Titled *Life in New York*, the series is prepared by WNBT in conjunction with *Life* magazine. It examines such areas of New York life as the garment center, Harlem, show business, the "melting pot," and art and culture centers.

DISTINGUISHED PERSONALITIES

NBC-TV will present Frank Lloyd Wright, noted architect, on a filmed program Sunday, 3:30-4 p.m. EDT, as part of the network's continuing series of filmed conversations with distinguished figures of the age. The series previously has featured philosopher Bertrand Russell, poet Carl Sandburg and Dr. Louis Finkelstein, theologian.

ON THE SCENE

IN LINE with its technique of presenting human interest dramatizations in the actual production buildings of some of New York's large industrial organizations, the entire *Dark of Night* program camera crew and production staff moved into the East Paterson, N. J., plant of Allen B. DuMont Labs. to present an "on location" story in the TV set assembly section. The program, seen Fridays on DuMont, 8:30-9 p.m. EDT, uses no scenery and props, beyond what is "legitimately on the scene."

THE KEYY STORY

KEYY Provo, Utah recently released a promotion booklet entitled "The KEYY Story." The booklet gives statistics showing KEYY to be the second most listened-to station in the greater Provo area, followed by questions and answers illustrating why KEYY "delivers more listeners per dollar in the greater Provo trade area." Following this are statistics on some of the other stations in Provo and the KEYY program schedule.

KNX Summer Campaign

ADVISING advertisers "We've Got the Climate for Sales . . . Year 'Round," KNX Hollywood is releasing its fourth annual summer sales campaign presentation, as prepared by Sherril W. Taylor, director of sales promotion-advertising-exploitation for the Columbia Pacific Radio Network and KNX.

With $1,767,836,000 spent in Southern California 1951 summer market, the presentation points out that 24.6% of these retail sales were made in July-August-September. Of the $1,721,297,000 spent in the same year in food stores of the area, 25.4% of the sales were made in the same period.

Stressing that radio reaches "virtually as many people in the summertime as during other seasons of the year," the brochure concludes with stories of successful KNX summer advertisers.

MARY MARGARET ABROAD

SPECIAL series of five pre-Coronation broadcasts featuring Mary Margaret McBride will be transcribed direct from London and heard on ABC radio at 10:45-11 p.m. EDT May 25-29. The programs will be a series of interviews with guests including British nobility describing traditions of Coronation cermonies. Miss McBride also will be heard in a special Coronation-eve broadcast June 1 in the same time period.

WESTERN WEEK

IN CONNECTION with MBS' celebration of Western Week May 11-16, several selected short dramas of American Indian stories were broadcast on Friday, May 8 on the network's *Heroes of the West* program (Mon.-Fri., 3:45-4 p.m. EDT). The stories are award-winners which were broadcast originally three years ago. Five special programs were broadcast on *Heroes of the West*, during the week of May 4-8.

YOGI BERRA TO SELL BIKES

THE SHELBY CYCLE Co. announces that it has signed Yogi Berra, slugging star of the New York Yankees, to act as "The Shelby Salesman." The Yankee catcher will lend his endorsement and approval to the Shelby bicycle in a series of TV commercials, especially designed to be shown on children's programs in eight major marketing areas. Shelby dealers will offer free autographed pictures of Mr. Berra as a tie-in promotion. Agency is Fletcher D. Richards Inc., N. Y.

'COLLECTOR'S ITEM'

A NEW program, *Collector's Item*, designed to interpret the happenings of the first half of the Twentieth Century through the arts of the period, began on May 7 on WOI-TV Ames, Iowa. Films taken at Chicago's Museum of Science and Industry, old films from commercial sources, pictures from the Library of Congress and reproductions of famous art works throughout the country are being incorporated into the 13 week series. Each of the 13 programs will be built around a specific collector's

item. *Collector's Item* is produced in cooperation with the Fund for Adult Education and kinescoped in the WOI-TV studios for possible extended use.

'DANCETIME'

WBUC Trenton recently inaugurated its newest daily community-service program, *Dancetime*, created especially to meet after-school recreational needs of Delaware Valley teenagers. More than 500 youngsters attended the opening broadcast at the Trenton YWCA, and attendance, limited to members only, is growing daily, reports Richard M. Hardin, station general manager. Membership cards are given free to all teenagers who write to the station. Songstress Joni James entertained at the first dance session and Mr. Hardin said that a new, nationally-known radio or recording artist will appear at least twice a week.

PLUS POUR VOUS

WHEN WLWD (TV) Dayton changed from Ch. 5 to Ch. 2 a new slogan was originated: "C'est plus pour vous on Ch. 2," which is being delivered by all the stations' announcers and talent in their best French. The slogan, which is being carried out on billboards, window displays and car cards, will be translated every six weeks into a different language. It will always mean the same, however: "There's more for you on Ch. 2."

POW INTERVIEWS

PHILADELPHIA's first returned prisoner of war from Korea, Corporal Wilbert Warring, was interviewed on WPTZ (TV) Philadelphia's *Your Esso Reporter* news program a few hours after his arrival, reports the station. Corporal Warring, though suffering from injuries, was able to come to the studio, where he expressed his gratitude for being home and talked with news editor Dick McCutchen on the situation in Red prison camps.

INVISIBLE STORY LADY

WHEN Betsy Stelck, the Story Lady of *Little Playhouse*, WNBW (TV) Washington, had to make a two-day trip out of town, producer Carl Degen was faced with the problem of explaining her absence to young viewers. The problem was solved by making the Story Lady invisible for two days. Miss Stelck's voice was recorded and her magic wand, telephone and other props were attached to thin puppet strings, which were manipulated from 20 feet overhead. The station reports that youngsters at home never suspected that they were looking at the world's largest pupppet stage instead of the invisible Story Lady.

CORONATION GUIDE

CBS TELEVISION'S teacher's guide on the forthcoming Coronation broadcasts was praised in a statement to the network by Sir Roger Makins, British ambassador to the U. S. He said that the guide, prepared for CBS-TV by the Citizenship Education Project, Teachers College, Columbia U., will help teachers to introduce and explain the meanings of the Coronation to children in the U. S. and to point up "the origins and traditions of the British and American people."

'INTERSCHOOL FORUM'

A SERIES of four weekly half-hour round table discussions on world affairs, titled *The Interschool Forum*, is being presented over WBRY Waterbury, Conn., on Sundays, 4-4:30 EDT. Varsity debaters from Taft and Hotchkiss schools opened the series on May 3 with a discussion of the McCarran-Walter Immigration and Naturalization Act. The series, featuring public and private schools in the Waterbury area, is in its fifth year.

NEW NETWORK SERIES

GERALD W. JOHNSON, WAAM (TV) Baltimore, will begin a new series of comment programs for ABC-TV, beginning Sunday, May 31, 8:45 p.m. EDT, originating from WAAM (TV). Mr. Johnson is the current winner of the Alfred I. DuPont Foundation Commentator Award for "pointed, witty and wise analysis and comment." The station reports that it will thus become the only TV station in the nation originating regular programs for two networks. Mr. Johnson is joining *Johns Hopkins Science Review*, DuMont, as a WAAM (TV) network production.

Q FOR QUANTUM

ROBERT LEWISES in St. Louis were interviewed by Robert Q. Lewis on disc jockey Curt Ray's program on KMOX St. Louis recently. Of the 22 Lewis namesakes, there wasn't one duplicate Robert Q. However, Robert F. Lewis won two dinners at the Hotel Chase, where Robert Q. is appearing in a night club act, for his winning suggestion as to what the "Q" in Lewis' name should stand for. His suggestion was "Quantum" because "as a unit of atomic energy, it represents to science the spark and newness that you have for show business."

in this room . . .

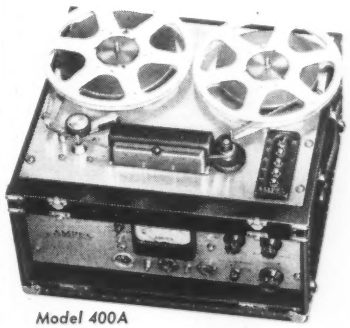
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

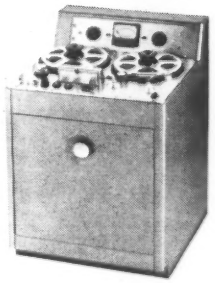
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Model 400A



Model 300

- **UNINTERRUPTED SERVICE**
Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

AMPEX

MAGNETIC RECORDERS

If you plan for tomorrow, buy an AMPEX today

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Advertisers

E. C. Quinn, vice president and general manager of Chrysler Div. of Chrysler Corp., Detroit, elected president of same, succeeding **David A. Wallace,** retired. **I. T. O'Brien** appointed to executive staff, Chrysler Corp., and **Fred J. Lamborn** appointed special consultant to president in addition to present duties as vice president and general manager of Dodge Div.

James L. Rankin, division vice president in charge of grocer products sales, Pillsbury Mills Inc., Minneapolis, elected vice president, and **R. J. Keith,** corporate vice president in charge of advertising and marketing policies, elected to board of directors. **James F. Brownlee,** director, has resigned.

James L. Wichert, Detroit regional manager of De Soto Div. of Chrysler Corp., Detroit, appointed director of advertising and sales promotion.

A. E. Foord named advertising manager of Thomas J. Lipton Ltd., Toronto.

Agencies

Theodore B. Pitman Jr., radio and TV director of John C. Dowd Inc., Boston and N. Y., appointed vice president in charge of radio and TV of Julian Gross Adv. Inc., Hartford.

LeRoy H. Keeler Jr., establishes own agency, **Lee Keeler Inc.,** with offices in Fox Theater Bldg., Phila.

Arthur P. Livingston, R. W. Orr & Assoc., N. Y. to McKee & Albright, Phila., in charge of merchandising.

Wes Cameron, sales manager, Homer H. Boelter Lithography, Hollywood, to Len Woolf Co., L. A., as account executive.

Kenneth (Larry) Lowenstein, Benton & Bowles, N. Y., appointed assistant publicity director of agency.

Craig Ramsey, KFEL-TV Denver, named TV director for Ball & Davidson Adv. Inc., Denver.

Leonard Carlton, Rockhill Productions, rejoins Kenyon & Eckhardt, N. Y., as account executive.

E. D. Geoffrey Gath, consultant in pharmaceutical advertising field, to Lee Ramsdell & Co., as account executive.

Louis Meisel, Hilton & Riggio, N. Y., to Duane Lyon Inc., that city, as account executive.

Thomas P. Reilly, Ted Bates Inc., N. Y., to media department, Foote, Cone & Belding, same city, as space buyer.

Charles H. Brennan Jr., copywriter with Armstrong Cork Co., Lancaster, Pa., to Gray & Rogers, Phila.
Scribner C. Dailey returns to N. W. Ayer & Son, Phila., after Air Force duty.

Bob Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto, elected a director of Advertising & Sales Club of Toronto for 1953-54.

Harry Saz, producer-publicity director, Ted Bates & Co., Hollywood, elected chairman of judges committee to select best radio commercials in Adv. Assn. of West competition, sponsored by Southern Calif. Bcstrs. Assn.

J. Cecil Noble, 40, owner of Noble Adv. Co., L. A., died May 3.

Stations

Louis E. Mahla, assistant manager of WLEC Sandusky, Ohio, elected vice president of Lake Erie Bcstg. Co., station licensee. Other WLEC officers re-elected are: **Jay E. Wagner Jr.,** president; **Elmer A. Pimsner,** secretary, and **John H. Kahler,** treasurer. **Marce R. Dean** to continuity staff and **James A. Radcliffe** returns to engineering staff.

Howard O. Peterson appointed general manager, KTVH Hutchinson, Kan. **Robert B. Marye** appointed chief engineer, **Herbert Hoff,** assistant engineer, **Harold F. Means,** promotion and traffic, **John Frankenfield,** program director, and **Douglas Hough,** regional sales.

Paul Edward Moore, sales manager of KJR Seattle, to Union Central Life Insurance Co., Seattle, as production manager. **J. Archie Morton,** KJR general manager, will take over duties of sales manager.

Russell Furse, general manager, program department, CBS-TV New York, to KEYT (TV) Santa Barbara, Calif., as director of program operations, effective June. 15.

Charles P. Wright, manager of CBO Ottawa, appointed manager of CBOT (TV) Ottawa.

Mort Rosenman named program director of WCAN Milwaukee.

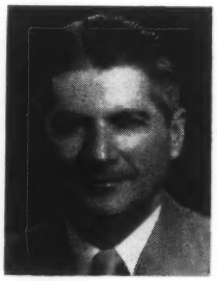
Carl D. Setterberg, announcer at KOMO Seattle, to KRSC Seattle, as account executive.

William Garry, newsman at WBBM-AM-TV Chicago, appointed general manager of news department.

Edward A. W. Smith, Edward Lamb Enterprises, Erie, Pa., and Columbus, Ohio, to sales staff of WIP Philadelphia.

Dana Marble, program-news director, KVEN Ventura, Calif., to KTTV (TV) Hollywood as announcer.

Herbert O. Morrison, radio newscaster, and **William E. Babcock** appointed news director and program manager, respectively, of WJAS Pittsburgh.



Mr. Morrison

Mr. Babcock

Al Gordon, director of news and special events, KFWB Hollywood, has resigned.

Richard Rendell, news reporter for NBC, named news director of WMAL-AM-TV Washington.

George Skinner, newscaster and TV personality at WPTZ (TV) Philadelphia, appointed NBC news editor in Philadelphia.

William Sadler, KRON-TV San Francisco, to KSTP-TV Minneapolis-St. Paul, as chief engineer.

William H. Hadley Jr., radio-TV newsman, appointed administrative assistant for plans and operations, KXLR North Little Rock.

Charley Stookey appointed farm editor of WEW St. Louis.

Carl E. Hannum, sales dept. of Studebaker Corp., and **Richard F. McCarthy,** A. W. Shell & Co., Cincinnati, to client service staff of WLWC (TV) Columbus and WLW Cincinnati, respectively.

Ross Beatty to staff of KCSJ Pueblo, Colo., as sports director.

Joseph Hill to WTVN (TV) Columbus, Ohio, as sports director.

Herb Carneal, sports director at WSPR Spring-

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

TV COSTS GOT YOU DOWN?
The Sportsman's Club
52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

field Mass., to staff of KYW Philadelphia, as sports announcer.

Althea Wheeler appointed to direct women's programs for WKNB-TV New Britain, Conn.

Gratia Edney, program director at KCBQ San Diego to production staff of KYW Philadelphia.

Bill Sandefer to staff of WFAA-TV Dallas, as studio operator.

John Ragin to announcing staff of WCAE Pittsburgh.

Ellwood Lippincott Jr. to staff of KISW-FM Seattle, as announcer.

Joseph J. Kessler to announcing staff of WEW St. Louis.

Barbara Turner named assistant to **Dorothy Lyon**, record librarian, KNBC San Francisco.

Art Roberts to staff of KXLW St. Louis, as disc jockey.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Dick Wesson, head of mailroom, KECA Los Angeles, promoted to summer replacement announcer.

Networks

Daniel L. Schorr and **Lee Coney** appointed radio correspondent and morning editor, respectively, for CBS Washington.

Jack F. Christie, assistant producer of *American Forum of the Air* and *Youth Wants to Know*, NBC and NBC-TV, has resigned.

Stephen Krasula, Pabst Sales Co. advertising and merchandising staff, to NBC Chicago, as senior promotion writer.

Joey Gray, comedian-dancer-singer, signed long-term contract with ABC; **George Jessel, Ray Bolger, Danny Thomas** and **Martin Block** also signed by ABC recently.

Donn B. Tatum, director of television, ABC Western Div., elected second vice-president of Hollywood Coordinating Committee for 1953-54.

Manufacturing

John J. McCloy, formerly U. S. High Commissioner in Germany, elected director of Westinghouse Electric Corp., Pittsburgh, succeeding **Winthrop W. Aldrich,** now U. S. Ambassador to Great Britain.

Arthur L. Boschem, comptroller of Vick Chemical Co., N. Y., and **H. Smith Richardson Jr.,** member of board of directors of same, elected vice presidents.

Walter R. Seibert and **Leon C. Guest Jr.** elected treasurer and controller, respectively, of Sylvania Electric Products Inc., N. Y.

L. Whitney Siebert and **George I. Long** appointed director of personnel and general manager, respectively, of Ampex Electric Corp., Redwood City, Calif.

J. P. McCarthy, Newark branch manager for Graybar Electric Co., appointed district sales manager of company, with headquarters in N. Y. **F. C. Sweeney,** Graybar's Albany branch manager, named to similar post in Newark, and **H. J. Fitzpatrick,** Graybar salesman, named Albany branch manager.

D. W. Gunn, manager of sales to equipment accounts, Sylvania Electric Products Inc., N. Y., named assistant general sales manager, radio tube and TV picture tube sales.

John Giltner Twist, Sangamo Electric Co., Springfield, Ill., appointed sales representative, Radell Corp.

Frederic L. Ohmer and **Gilson Sanderson** appointed to represent H. H. Buggie & Co., Toledo.

Frank Folsom, RCA president, received citation from Record Industry Assn. of America, commemorating 50th anniversary of RCA Victor "Red Seal" label.

Program Services

Al Hamilton, radio director of Labor League for Political Action, to Sound Studios, Washington, as director of operations.

Kenneth D. Clapp appointed sales manager of All-Star Sports Assoc., producers of sports films and package programs for TV use.

Services

Lt. Robert Mackall, chief of Radio-TV Div., First Army Information Section, to Public Relations Management Corp., N. Y., as account executive, following release from active military duty.

"Stress local programs and personalities"

says Herbert A. Claasen, time buyer at Ruthrauff & Ryan, Inc. New York

"If I were a station manager preparing an ad giving time buyers the information they needed, I would lay stress on my local programs and personalities.

"I think the best way to do this would be to put the information in log form, giving thumbnail sketches of personalities, up-to-date ratings, merchandising, and who the sponsors are or have been for each program. Basic coverage information might be included for those agencies that do not subscribe to services such as SAM and Neilsen."

8 WAYS a SERVICE-AD in SRDS sells time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then*.
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Five Good Deejay Shows Sell Goods On
KLRA
Al Dent starts with "SUNNYSIDE UP"
• KLRA •
Bob Hess follows with "TIME AND TUNE PARADE"
• KLRA •
Bob Hicks emcees "MERRY-GO-ROUND"
• KLRA •
Jim Kay jockeys "AROUND THE TOWN"
• KLRA •
Bob Parker conducts "A LA CARTE"
KLRA
LITTLE ROCK
CBS RADIO FOR ARKANSAS

Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

'SEPARATE REGULATION' PLEA VOICED BY CAB BEFORE PARLIAMENT GROUP

Canadian Broadcasters Assn.'s presentation praises the government's policy change on TV ownership, but contends an independent body should be set up to govern broadcasting.

REPRESENTATIONS for a separate broadcasting regulatory body and commendation on the government's change in its television policy to allow privately-owned TV stations, featured the presentation of the Canadian Assn. of Broadcasters before the Parliamentary Radio Committee at Ottawa April 29. CAB, in commending the government on its new TV policy, stated that in addition to the seven private enterprise stations which were recently licensed, 17 more AM stations have applications for TV licenses at Ottawa, eight more intend to apply late this year or early in 1954, another 11 have plans well underway for applications, and 14 will submit applications as soon as more than one station is allowed in any one city.

Questioned about their TV plans in major markets, CAB President F. H. Elphicke, CKWX Vancouver; CAB director Wm. Rea Jr., CKNW New Westminster; and Harry Sedgwick, CFRB Toronto, told members of Parliament how much they planned to put into TV station equipment and operation when granted licenses, and how many live programs they planned to use. They told committee members that expensive live shows could not be telecast consistently by private stations without great loss. They all stated they were prepared to lose considerable money the first year or two before advertising revenue would begin to pay the operating costs.

Joseph Sedgwick, Toronto, former CAB counsel, pointed to the present Canadian Broadcasting Act, which permits the government's Canadian Broadcasting Corp. to expropriate any private station at a fair depreciated value of its equipment. He stated that this would be most unfair in TV, as private enterprise would not be compensated for the loss of hundreds of thousands of dollars on programming to build audience, and suggested that the law be changed in this connection.

The CAB brief, presented by T. J. Allard, CAB general manager, reviewed the development of broadcasting and Canadian broadcasting legislation to date. He showed that the original broadcasting legislation of 1932 setting up a nationalized service, was still basic, despite the great changes which had been made in broadcasting.

The brief also pointed to other communication services in which the government was represented with an operating organization, such as the airlines and railways. It showed that here there were separate regulatory bodies, ruling over both the government and private communication systems.

"The situation we suggest," the CAB brief stated, "visualizes the continued existence of both the CBC and the non-government stations in an atmosphere which would encourage each to continue and improve its respective services to the community. . . . The establishment of an independent regulatory body would provide for better distribution of labor and would relieve the CBC of the heavy regulatory responsibilities it is forced to assume under existing legislation.

"At present the board of governors of the CBC is called upon to administer a very large, complex and far-flung organization. These duties will grow more arduous as television develops. Left free to concentrate on the provision of a programming service—the job it was originally set up to perform—CBC could do an even better job of providing that specific service. An independent regulatory body would assist the full and free development of the CBC, just as much as that of broadcasting generally. The independent regulatory body we suggest exists in several similar or parallel situations where a state corporation competes with privately owned businesses."

WEEKLIES PROTEST CBC-OWNED OUTLETS

CANADIAN Weekly Newspapers Assn. joined a growing number of organizations urging formation of a regulatory body for broadcasting when it appeared April 30 before the Parliamentary Radio Committee at Ottawa and suggested the Canadian Broadcasting Corp. be stripped down to a regulatory body.

The publishers' brief, unanimously endorsed by the 32 directors, stated there was no reason CBC should own and operate stations. It compared CBC to the National Film Board, a government film-making organization, and said the film board had no chain of theatres in which to show its films. The brief was caustic on the role of the CBC as an aid to cultural development. The publishers held there should be no government ownership of a form of mass communication.

Supporting the CBC and against private ownership of radio and TV stations was a Canadian Congress of Labor delegation which appeared before the Parliamentary Radio Committee April 28. Its spokesmen stated that "untrammelled free enterprise (in the radio and TV fields) is bound to give us too little information and too much soap, because soap pays. . . . The private broadcasters have recently renewed and intensified their offensive against the present national policy on radio and television broadcasting. This makes it imperative for us to reaffirm our support of that policy. . . . Canada has and should have a culture of her own and outside (U. S.) control of radio and television is incompatible with that ideal."

Labor spokesmen said they favored a single nationally owned system, and if necessary doing away with privately-owned stations.

Labor spokesmen went on record against present CBC management policies on labor, and referred to a specific case in which management was alleged to have interfered with voting on a CIO union as a bargaining agent.

CBC'S OUIMET SEES BIG TV GROWTH

Canadian TV's present $1.5 million commercial income will expand 20 times in the next few years, CBC General Manager Al Ouimet says.

CANADIAN advertisers and agency executives were told a fortnight ago that "the next broadcasting season will probably set the basic pattern for future television network operations" in Canada, by Al Ouimet, general manager of the Canadian Broadcasting Corp., at a meeting of the Advertising and Sales Club of Toronto.

He predicted "that within a few years you will see it [Canadian commercial TV] grow from its present level of about $1.5 million a year to some 20 times that amount."

Mr. Ouimet reviewed development of Canadian TV, claiming a necessity for developing a distinctly Canadian TV programming basis.

Mr. Ouimet reported that the Canadian TV set manufacturing industry now is a $100 million annual business, and that this will double in a few years as more Canadian TV stations begin. He said that with completion of CBC stations at Ottawa, Vancouver, Winnipeg and Halifax, about half the Canadian population will see TV.

With completion next year of the seven independent TV stations now authorized, about two-thirds of Canada's population will be within reach of a Canadian TV station, he said. He estimated that in two or three years many more private stations will have been licensed and "will form an integral part of the national television system, carrying CBC programs and their own originations. This policy brings together public and private resources under a well co-ordinated and typically Canadian effort to provide Canadian program service to as many people as possible throughout the country before provision is made for alternate service in the larger centers."

THE LATEST WCKY STORY

SELL WITH THE BIG PLUS

ON WCKY

THE CINCINNATI OUT OF HOME AUDIENCE

IS COMPLETELY DOMINATED BY WCKY

WCKY

AID TO EDUCATIONAL TV PRAISED

First National Conference on Educational TV, sponsored in Washington by JCET-NCCET, lauds broadcasters for their aid to educational TV efforts. Some 50 educational TV outlets by 1955 seen possible by one speaker.

COOPERATION of commercial broadcasters in helping to organize, finance and equip proposed educational TV stations was reported by delegates to the first National Conference on Educational Television, held Monday in Washington.

The reports also showed that in many cities and states educational TV groups are soliciting private money rather than public tax funds in an effort to stay clear of "politics." The conference was told that, according to present progress, there should be at least 50 educational TV stations operating in the U. S. by the end of 1955.

The conference, sponsored by the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, was attended by some 250 representatives of civic, educational, business and governmental organizations from coast to coast.

Held at the Wardman Park Hotel, the dinner session was attended by FCC Chairman Rosel H. Hyde and Comrs. Paul A. Walker, Frieda B. Hennock, E. M. Webster and John C. Doerfer. Also present were Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, and committee members Sens. Andrew F. Schoeppel (R-Kans.) and John Sherman Cooper (R-Ky.).

FCC to date has granted construction permits for 16 noncommercial, educational TV stations, two expected to begin operation shortly. These are KUHT (TV) Houston, Tex., and KUSC-TV Los Angeles. KUHT (TV) had planned to start last Monday, but was delayed by water in its coaxial transmission line [B•T, May 4, April 20]. There are 10 applications for reserved channels pending.

The Commission also has issued permits to educational institutions for five stations on commercial channels, several to be operated on a commercial basis. Four educational bids pend for commercial channels.

Reports to the conference showed that in 76 cities where channels are reserved, besides those where permits or applications pend, "citizens and educators are active and raising funds." In 51 other cities, citizens and educators are showing "some activity." In the remaining 90 cities, "formal, organized campaigns" are not yet underway.

A number of commercial TV stations are offering educators free time and, in some cases, financial and production assistance to present their programs on the commercial outlet.

Reports to the conference also showed many commercial broadcasters are cooperating in helping to establish noncommercial educational stations in their communities.

Larry Walker, vice president and assistant general manager of WBTV (TV) Charlotte, N. C., attended the educational TV meeting as chairman of the local educational TV group. He and Jefferson Standard Broadcasting Co., operator of WBT and WBTV (TV), were commended for their extensive financial assistance and cooperation.

"As a commercial operator, I think there is a great big need for educational television, so let's have it," Mr. Walker told the conference.

KING-TV Seattle has given $182,000 worth of equipment to the educational TV group there.

Substantial donation of equipment, including a mobile unit, has been given by WMBR-TV Jacksonville, Fla., to the educational group in that city.

Crosley Broadcasting Corp., licensee of WLWT (TV) Cincinnati, has granted financial assistance and facilities to the educational group there, which plans to file its application with FCC soon.

At Miami, WTVJ (TV) has given local educators its present transmitter and tower, to be transferred as soon as WTVJ completes a new installation.

KPIX (TV) San Francisco is "selling" two old studios to the local educational TV group for $40,000, payable over a long period, but before the "sale" the station is spending $32,000 to recondition the facilities, it was reported.

Educational spokesmen also said that in a number of other cities (unidentified), commercial broadcasters are offering to share their transmitter site and tower with the proposed educational TV outlets.

Morning meeting of the conference was devoted to a general session on TV equipment, with Arthur Hungerford, engineering consultant to JCET, presiding. Washington consulting engineer George Adair discussed problems of transmitters and sites while consulting engineer Robin Compton outlined studio designs.

George A. Mayoral, TV project engineer for General Electric Co., Syracuse, highlighted the new GE "one-man operation" unveiled the previous week at the NARTB convention at Los Angeles. He indicated the GE transmitter package would be particularly suited to educational TV outlets.

George W. Stoddard, U. of Illinois president and chairman of the newly established Educational Television & Radio Center at Chicago, spoke at a luncheon. Raymond Wittcoff, NCCET chairman and president of the St. Louis Adult Education Commission, presided at the luncheon.

At the afternoon session, Robert R. Mullen, NCCET executive director, introduced premiere of a new film, "New Vision for Television," designed for educational TV promotion before community organizations.

George Overton, Chicago attorney, outlined principles for fund raising on a community-wide scale. Special instruction manual for organizing and conducting such campaigns was distributed. Mr. Overton announced that tax

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Kansas City, Mo

THE
QUAD-CITIES
No. 1 Radio Station
WHBF
joins the nation's
No. 1 Radio Network
CBS
Effective July 1, 1953
Les Johnson—V.P. and Gen. Mgr.
QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

We Have Realized a
Nice Increase
In Our Sales
In a recent letter, Loft Candy Shops reports, "We have realized a nice increase in our sales in the past six weeks. We feel this is entirely due to the splendid way in which you have handled our promotions and general publicity."
National Spot Advertisers Take Note!
Syracuse merchants know what keeps their cash registers ringing. That's why they continue to advertise on WSYR in record volume. WSYR gives them up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.
Write, Wire, Phone or Ask Headley-Reed
WSYR SYRACUSE
570 KC
NBC Affiliate In Central New York

exemption provisions have been arranged with the Bureau of Internal Revenue for new nonprofit corporations seeking to enter educational television. He said JCET will present exemption applications to the bureau for such groups.

The afternoon meeting concluded with progress reports from various areas, with Ralph Steele, JCET executive director, presiding.

Arthur S. Adams, president of the American Council on Education, told the evening dinner meeting, "I frankly have been overwhelmed with the public interest shown in educational TV." He termed the conference "a punctuation mark in the story of educational television."

"As of this date," Mr. Adams said, "meetings to consider the use of educational channels have taken place in 42 states and in 35 of these, conferences have been held on both local and state levels. . . . It is fair to say that in a majority of the 242 communities where assignments have been made interest has been clearly shown."

The speaker noted reports indicate that "32 governors and as many state legislatures have given active consideration to the potentialities of educational television in their states."

"If the present trend of interest continues," Mr. Adams stated, "there is good reason to believe that we may have as many as 50 educational television stations or more in actual operation by 1955."

Dr. Stoddard in an AP interview Tuesday decried "very low" standards of TV programming today, adding, "we may be able to push commercial programs into better programs." He also charged that commercial stations airing educational programs assign such shows to the poorest hours and the programs are subject to cancellation when a sponsor is found for the time.

it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

New York Educ. TV Group Names Karelson President

FRANK E. KARELSON Jr., New York attorney, was elected chairman of the Metropolitan New York coordinating Council for Educational Television last week, succeeding Winthrop Rockefeller, who had served as temporary chairman.

Other officers chosen were Mrs. Katrina McCormick Barnes of the American Civil Liberties Union, vice chairman, and Harold Schiff, educational director of the New York office of the Anti-Defamation League, secretary.

The council announced that it plans a public fund-raising campaign to finance construction and operation of an educational TV station in New York City.

Chicago Educ. TV Groups Set Quota at $275,000

A DRIVE to raise money for an educational TV outlet in Chicago was scheduled to get underway in that city yesterday (Sunday), with a quota of $275,000 reportedly set for corporation contributions.

The goal was recently upped by the Chicago Educational Television Assn., which would operate the station on Ch. 11, from $500,000 to $800,000. The sum covers construction of the station and two years' operation.

The plan to solicit funds from corporations was outlined by Edward Ryerson, chairman of a money-raising unit, at a luncheon in Chicago last Monday. Fairfax Cone, president of Foote, Cone & Belding, heads one promotion committee, while George Jennings, radio director of the Chicago Board of Education, is directing community activity.

WHDH Panel Discusses Massachusetts Educ. TV

PANEL discussion on prospects of a statewide network of vhf and uhf educational television stations in Massachusetts was broadcast May 3 over WHDH Boston on the eve of the first national conference on educational television in Washington.

State Sen. Christopher H. Phillips, chairman of the State Legislature's special commission on educational television, claimed that costs would not be prohibitive, asserting that the cost of erecting a TV station "to reach tens of thousands of Massachusetts viewers would be no greater than that for a modern high school building for one community." Linus Travers, vice president and general manager of the Yankee Network, urged proponents of educational TV to give the public and legislators the "operational blueprint" of a proposed station, indicating day-to-day cost of operation and programming.

Other panelists were Donald Anderson, Massachusetts Dept. of Education; David E. Place, board member of the Massachusetts Citizens' Committee for Educational TV, and state Sen. John E. Powers, who voiced opposition to public support of educational TV.

WCAN-TV Offers Free Time

WCAN-TV Milwaukee, uhf Ch. 25 outlet which expects to begin broadcasting in a few months, last week offered 5 hours in time weekly to the Wisconsin Assn. for Vocational Education. The association plans to construct an educational TV outlet there in the future.

FOR THE RECORD

New Grantees' Commencement Target Dates

• Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 6/14/53	..... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....

THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Date table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. CONSTRUCTION PERMITS issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
KOMU-TV Columbia, Mo. (8)	1/15/53	.....
	9/15/53	.....
WGLV (TV) Easton, Pa. (57)	12/18/52	.....
	Unannounced	Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53	.....
	Fall 1953	Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53	.....
	Unknown	Everett-McKinney
KTVE (TV) Eugene Ore. (20)	2/11/53	.....
	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53	.....
	Unknown	.....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53	.....
	10/1/53	Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53	.....
	10/1/53	Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	5/15/53	Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53	.....
	Unknown	.....
KJEO (TV) Fresno, Calif. (47)	4/9/53	.....
	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	August	Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53	.....
	5/1/54	Holman
KMON-TV Great Falls, Mont. (3)	4/9/53	.....
	Unknown	.....
WNCT (TV) Greenville N. C. (9)	3/11/53	.....
	9/1/53	Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53	ABC
	8/1/53	H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	.....
	.....	.....
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
KHQA-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
WSIL-TV Harrisburg, Ill. (22)	3/11/53	.....
	Nov. '53	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53	NBC
	May-June	Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
	Midsummer '53	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	Late 1953	.....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	.....
	Oct. '53	.....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	.....
	.....	.....
WKNE-TV Keene, N. H. (45)	4/22/53	.....
	Unknown	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
	.....	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53	.....
	July '53	Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53	.....
	Unknown	.....
KTVE (TV) Longview, Tex. (32)	2/5/53	.....
	7/20/53	Forjoe
KTRE-TV Lufkin, Tex. (9)	3/11/53	.....
	11/1/53	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53	NBC
	8/1/53	Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53	CBS, DuM
	9/27/53	Katz
WMRI-TV Marion, Ind. (29)	3/11/53	.....
	Unknown	.....
WMEV-TV Marion, Va. (50)	4/2/53	.....
	Unknown	Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....
KBES-TV Medford, Ore. (5)	3/4/53	.....
	Unknown	.....
Miami TV Co., Miami, Okla. (58)	4/22/53	.....
	Unknown	.....
KMID-TV Midland, Tex. (2)	2/11/53	.....
	Unknown	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53	.....
	Late Summer-Early Fall, '53	.....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53	.....
	9/15/53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
	Spring 1954	Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53	.....
	Unknown	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52	CBS
	4/6/53	Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53	.....
	Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52	ABC, CBS,
	4/15/53	NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
	Unknown	.....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	3/20/53	Meeker
WJMR-TV New Orleans, La. (61)	2/18/53	.....
	Sept. '53	Bolling
CKG Co., New Orleans, La. (26)	4/2/53	.....
	Fall 1953	Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53	.....
	Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53	.....
	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/5/53	.....
	June	.....
WMGT (TV) North Adams, Mass. (74)	Unknown	.....
	2/18/53	.....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53	.....
	Unknown	.....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53	.....
	9/1/53	.....
WJDM (TV) Panama City, Fla. (7)	3/11/53	.....
	Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53	.....
	Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53	.....
	8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53	.....
	August	Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53	CBS
	Unknown	.....
KWIK-TV Pocatello, Idaho (10)	3/26/53	.....
	Spring 1954	Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53	ABC, CBS,
	9/1/53	DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53	.....
	Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	.....
	.....	.....
WNOA-TV Raleigh, N. C. (28)	10/16/52	CBS
	5/28/53	Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52	NBC
	4/15/53	Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53	.....
	Unknown	.....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
	Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53	.....
	Unknown	.....
WGVT (TV) Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53	.....
	7/15/53	Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	4/1/53	Gill-Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	ABC
	Fall '53	Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	Late Oct. '53	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS
	July '53	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	.....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	.....
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53	.....
	Unknown	.....
KSAN-TV San Francisco (32)	4/29/53	.....
	Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	6/7/53	Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Unknown	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	May	Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53	.....
	Unknown	.....
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53	.....
	10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	4/22/53	.....
	Late Fall '53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....

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ACTIONS OF THE FCC

April 30 through May 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through May 6

	On Air	Licensed	CPs	Appls. Pend. ing	In Hear- ing
AM	2,428	2,415	156	248	91
FM	605	567	54	10	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	115[1]	220	335[1]
Educational	2	13	15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	140	28	168

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	768	337	614	491	1,105[2]
Educational	25		9	16	25
Total	793	337	623	507	1,130[3]

[1] **One CP has been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 350 already granted.**

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Applications

El Centro, Calif. — Valradio Inc., uhf Ch. 16 (482-488 mc); ERP 10.85 kw visual, 5.43 kw aural; antenna height above average terrain 208 ft., above ground 224 ft. Estimated construction cost $137,383, first year operating cost $121,040, revenue $116,285. Post office address Box 140, El Centro. Studio and transmitter location ¼ mi. S. of El Centro city limits on S. 4th St. Geographic coordinates 32° 47' 13" N. Lat., 115° 32' 59" W. Long. Transmitter and antenna Federal. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer Richard T. Sampson, El Centro. Principals include President **Paul Jenkins** (33.5%), one-third owner KXO El Centro and publisher of three daily and two weekly newspapers; Vice President **Edith Jenkins** (27.3%), investor; **Belle Hovey** (20% stock held jointly with **Harry Hovey**), commercial manager KXO; **Imperial Valley Pub. Co.** (98% owned by Mr. Jenkins) has 18.4% interest. City priority status: Gr. A-2, No. 416. Filed May 4.

Waterloo, Iowa—Charles H. Gurney, uhf Ch. 16 (482-488 mc); ERP 17.7 kw visual, 10.7 kw aural; antenna height above average terrain 433 ft., above ground 553 ft. Estimated construction cost $149,000, first year operating cost $95,000, revenue $100,000. Post office address Hotel Charles Gurney, Yankton, S. D. Studio and transmitter location Commercial and W. 5th Sts., Waterloo. Geographic coordinates 42° 29' 39" N. Lat., 92° 20' 9" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Gurney is a real estate investor. City priority status: Gr. A-2, No. 61. Filed May 4.

Goldsboro, N. C.—Goldsboro TV Corp., uhf Ch. 34 (590-596 mc); ERP 18 kw visual, 9 kw aural; antenna height above average terrain 472 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Goldsboro. Transmitter location U. S. Hwy. 117, 0.7 mi. N of Goldsboro city limits. Geographic coordinates 35° 25' 00" N. Lat., 77° 59' 22" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. City priority status: Gr. A-2, No. 243. Filed May 5.

Providence, R. I.—Greater Providence Bestg. Co., vhf Ch. 12 (204-210 mc); ERP 50 kw visual, 25.6 kw aural; antenna height above average terrain 518 ft., above ground 507 ft. Estimated construction cost $457,718, first year operating cost $550,000, revenue $650,000. Post office address 144 Westminster St., Providence. Studio location to be determined, Providence. Transmitter location Neutaconkanut Hill, SE of Ludlow St. near Providence. Geographic coordinates 41° 48' 24" N. Lat., 71° 28' 14" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Chairman of Board **Felix Mirando** (6%), industrialist and banker; President **Milton Sapinsley** (6%), industrialist; 1st Vice President **Charles G. Taylor** (7%), part owner, WHIM Providence and WORC Worcester, Mass.; 2nd Vice President **Robert T. Engles** (7%), part owner, WHIM, WORC; **Charles Horton** (3%), banker; **James Elder** (1%) plus 11 local minority stockholders. City priority status: Gr. B-3, No. 206. Filed May 1.

Marshall, Tex.—Marshall TV Corp., uhf Ch. 16 (482-488 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 466 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Marshall. Transmitter location State Hwy. 443, 1.9 mi. W of Harrison city limits. Geographic coordinates 32° 32' 55" N. Lat., 94° 25' 33" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. City priority status: Gr. A-2, No. 231. Filed May 5.

Applications Amended

Fresno, Calif.—Calif. Inland Bestg. Co. Seeks to amend application for vhf Ch. 12 to drop President Paul R. Bartlett (24%) and increase holding of William C. Crossland from 16% to 40%. No consideration specified. Filed April 30.

Shreveport, La.—Southland TV Co. Seeks to amend application for vhf Ch. 12 to change ERP from 100 kw visual and 50 kw aural to 316 kw visual and 180 kw aural; change antenna height above average terrain from 581 ft. to 979 ft. Filed April 30.

Waterloo, Iowa—L. E. Kelly. Seeks to amend application for uhf Ch. 16 to change ERP from 18.2 kw visual and 9.1 kw aural to 17.9 kw visual and 9.6 kw aural; increase antenna height above average terrain from 563 ft. to 587 ft., and change geographic coordinates to 92° 17' 15" N. Lat., 42° 25' 57" W. Long. Filed May 4.

Kansas City, Mo.—Midland Bestg. Co. Seeks to amend bid for vhf Ch. 9 to boost ERP from 31 kw visual and 15.5 kw aural to 316 kw visual and 158 kw aural; increase antenna height above average terrain from 499 ft. to 1079 ft. and relocate transmitter from 1330 Baltimore Ave. to NW corner 23d St. and Topping Ave., Kansas City. Filed May 4.

Applications Dismissed

McComb, Miss. — Southwestern Bestg. Co. of Miss. (Louis Alford, Philip Brady, Albert Mack Smith) dismissed bid for uhf Ch. 31. Action taken April 29.

Lubbock, Tex. — Lindsey TV Co. Dismissed application for vhf Ch. 5. Leaves bid of Plains Radio Bestg. Co. unopposed. Granted May 1.

Existing TV Stations . . .

Decisions

KVEC-TV San Luis Obispo, Calif. — Valley Electric Co. Granted ERP change on vhf Ch. 6 from 20 kw visual and 10 kw aural to 16 kw visual and 8.9 kw aural; relocate transmitter at 5.5 mi. N of city. Geographic coordinates 35° 21' 37" N. Lat., 120° 38' 57" W. Long. Granted April 29.

KTVH (TV) Hutchinson, Kan.—Hutchinson TV Inc. Granted ERP boost on vhf Ch. 12 from 115 kw visual and 58 kw aural to 180 kw visual and 91 kw aural; studio and transmitter relocation from 5 mi. N of Hutchinson to 17th and Plum Sts. and 8.3 mi. E of Hutchinson, respectively. Geographic coordinates 38° 3' 23" N. Lat., 97° 46' 36" W. Long. Antenna height above average terrain 810 ft. Granted April 27.

WKNX-TV Saginaw, Mich.—Lake Huron Bestg. Corp. Issued STA to commence commercial operation on uhf Ch. 57, effective May 1-May 11. Granted May 1.

KROC-TV Rochester, Minn.—Southern Minn. Bestg. Co. Granted STA to commence commercial operation on vhf Ch. 10, effective May 25-Sept. 14. Granted April 28.

WIL-TV St. Louis—Mo. Bestg. Co. Granted ERP boost on uhf Ch. 42 from 79 kw visual and 46 kw aural to 170 kw visual and 89 kw aural. Granted April 29.

WBTV (TV) Charlotte, N. C.—Jefferson Standard Bestg. Co. Granted aural ERP change from 60 kw to 63 kw on vhf Ch. 3. Granted April 30.

KELO-TV Sioux Falls, S. D. — Midcontinent Bestg. Co. Granted STA to commence commercial operation on vhf Ch. 11, effective April 29-Oct. 29. Granted April 28.

WTVT (TV) Chattanooga, Tenn.—Tom Potter. Granted ERP change on uhf Ch. 43 from 275 kw visual and 140 kw aural to 240 kw visual

Western Network Station

$175,000.00

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Southwest Fulltime Indie

$75,000.00

Financing available on this profitable facility located in agricultural area with retail sales in excess of $20,000,000.00. Price includes operating capital.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

and 125 kw aural and studio-transmitter relocation from atop Lookout Mtn. to 948 E. 3rd St., Chattanooga. Antenna height above average terrain 80 ft. Granted April 27.

WBQ-TV Memphis—Harding College. Granted ERP boost on vhf Ch. 13 from 240 kw visual and 20 kw aural to 316 kw visual and 160 kw aural; transmitter relocation from 2641 Summer Ave., Memphis, to Raleigh Lagrange Rd., 1 mi. E. of U. S. Hwy. 70, 2.3 mi. SE of Bartlett, Tenn. Geographic coordinates 35° 10' 32" N. Lat., 89° 50' 3" W. Long. Antenna height above average terrain 1013 ft. Granted April 30.

KNUZ-TV Houston—KNUZ-TV Inc. Granted ERP change on uhf Ch. 39 from 100 kw visual and 50 kw aural to 89 kw visual and 50 kw aural; studio-transmitter relocation from 4702 Austin St. to Cullen Blvd. at Blodgett Ave., Houston. Granted April 29.

KCBD-TV Lubbock, Tex.—Bryant Radio & TV Inc. Issued STA to commence commercial operation on vhf Ch. 11, effective April 28-May 8. Issued April 28.

Applications

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. Requests ERP change on uhf Ch. 21 from 22 kw visual and 11.5 kw aural to 24 kw visual and 12.9 kw aural; studio and transmitter relocation from Flagler Dr., N. of Lakeview Ave., to 224 Datura St., W. Palm Beach. Geographic coordinates 26° 42' 42" N. Lat., 80° 3' 7" W. Long. Antenna height above average terrain 225 ft. Filed April 29.

KLAS-TV Las Vegas—Las Vegas TV Inc. Requests ERP change on uhf Ch. 14 from 31 kw visual and 16.5 kw aural to 27.9 kw visual and 14.2 kw aural; relocate transmitter from 0.3 mi. NE of Alunite and studio from "to be determined," both to Wilbur Clark's Desert Inn, Hwy. 91, 1 mi. S. of Las Vegas city limits. Filed April 30.

WIFE (TV) Dayton, Ohio — Skyland Bestg. Corp. Seeks relocation of transmitter from W. side of W. Carlton Rd., 6.5 mi. SW of Dayton, to same description, 4.5 mi. SW of Dayton. Filed May 4.

WTVU (TV) Scranton, Pa.—Appalachian Coal Co. Requests ERP drop on uhf Ch. 73 from 23 kw visual and 11.5 kw aural to 12.8 kw visual and 6.4 kw aural. Filed April 30.

WNLC-TV New London, Conn.—Thames Bestg. Co. Uhf Ch. 26 grantee seeks to change transmitter location atop Gay Hill on Sharps Hill Rd., 6.9 Mi. NW of New London. Geographic coordinates 41° 26' 52" N. Lat., 72° 9' 2" W. Long. Filed April 30.

WDEL-TV Wilmington, Del.—WDEL Inc. Requests amendment correcting studio location from Shipley Rd. to 10th and King Sts., Wilmington. Filed May 4.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. Requests ERP boost on uhf Ch. 17 from 18.5 kw visual and 11 kw aural to 200 kw visual and 108 kw aural; relocate transmitter at Hallendale Beach Rd. and NE 4th Ave., W. of Hallendale, and studio at 300 E. Las Olas Blvd., Ft. Lauderdale, both from S. side of Peters Rd., 5 mi. W. of Ft. Lauderdale. Geographic coordinates 25° 58' 46" N. Lat., 80° 11' 50" W. Long. Filed May 1.

WNCT (TV) Greenville, N. C.—Carolina Bestg. System. Granted studio and transmitter relocation to S. Evans St., 1.84 S. of Greenville city limits. Geographic coordinates 35° 34' 15" N. Lat., 77° 22' 49" W. Long. Granted April 29.

New AM Stations . . .

Decision

Tucson, Ariz.—Tucson Radio Inc. Granted new AM station, 690 kc, 250 w unlimited. Estimated construction cost $17,000, first year operating cost $37,552, first year revenues $50,000. Officers: President **Peter Trowbridge** (58%), radio engineer; Vice President **DeWitt Wray** (42%), former motel operator. PO address: 2921 E. Ninth St., Tucson. Granted April 16. (Correction of item in April 27 issue.)

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Applications

Wilmington, Del.—Rollins Bestg. Inc. (WJWL Georgetown, Del.) Seeks new AM, 900 kc, 1 kw daytime. Estimated construction cost $24,800; first year operating cost $60,000; first year revenue $60,000. PO address: Moore Bldg., Rehobeth, Del. Application contingent on request for WJWL frequency change. (See Existing AM Stations, Applications.) Filed April 29.

Jacksonville, Fla.—B. F. J. Timm. Requests new AM, 1280 kc, 1 kw day. Applicant has all necessary equipment. Estimates $2,500 for incidental construction cost. Estimated first year operating cost $48,000; first year revenue $60,000. PO address: Box 590, Douglas, Ga. Mr. Timm owns WDMG Douglas, Ga., and is stockholder in WMFS Chattanooga, WLBS Birmingham and WGAA Cedartown, Ga. Filed April 30.

Winfield, Kan.—Winfield Bestg. Co., 1210 kc, 1 kw daytime. Estimated construction cost $26,250; first year operating cost $40,000; first year revenue $50,000. Post Office address: Box 528, Winfield. Equal partners are **Erik F. Jensen,** insurance accountant, and **George Gifford,** rice farmer. Filed May 4.

WRIC Richlands, Va.—Clinch Valley Bestg. Corp. Requests facility change from 1050 kc, 1 kw daytime, to 540 kc. Filed May 4.

WMNP Evanston, Ill.—Evanston Bestg. Co. Seeks power increase on 1590 kc, daytime, from 1 kw to 5 kw. Filed May 4.

Application Amended

Lebanon, Ky.—Lebanon-Springfield Bestg. Co. Seeks to amend application for 1470 kc, 500 w daytime to 1590 kc. Filed April 30.

Existing AM Stations . . .

Decisions

WJMW Athens, Ala. — Athens Bestg. Co. Granted new facilities: 730 kc, 500 w daytime from 1010 kc, 250 w daytime (BP-8723). Granted April 29.

WTRW Two Rivers, Wis.—Two Rivers Bestg. Co. Granted power boost on 1590 kc, daytime, from 500 w to 1 kw. (BP-8732). Granted April 29.

Applications

WJWL Georgetown, Del.—Rollins Bestg. Inc. Seeks to change operation from 900 kc, 1 kw daytime, to 540 kc, 5 kw daytime. Filed April 29.

KYAK Yakima, Wash.—Yakima Bestg. Corp. Seeks amendment to request for 1390 kc, 1 kw unlimited with directional antenna to change nighttime power to 500 w and employ directional antenna night only. Filed April 30.

Deletions

KGIB Bremerton, Wash.—Kitsap G. I. Bestrs. Dismissed license application for 1540 kc, 1 kw daytime, and cancelled call letters. Dismissed May 4.

New FM Stations . . .

Application

Zarephath, N. J.—Pillar of Fire Inc. (WAWZ). Requests new noncommercial FM, Ch. 256 (99.1 mc), ERP 4.8 kw. Equipment on hand. Filed April 30.

Existing FM Stations . . .

Applications

WEVD-FM New York—Debs Memorial Radio Fund. Seeks frequency change from 107.5 mc to 97.9 mc, ERP 20 kw. Filed April 30.

WWRL-FM Woodside, N. Y.—Long Island Bestg. Co. Seeks to boost ERP from 18.5 kw to 20 kw on 105.1 mc. Filed April 24.

Deletions

WCAL-FM Northfield, Minn.—St. Olaf College. Granted cancellation of license for non commercial station on 95.7 mc and deletion of station. Granted April 29.

WSPR-FM Springfield, Mass. — WSPR Inc. Granted cancellation of license for 97.9 mc, ERP 13 kw, and deletion of station. Granted April 29.

Ownership Changes . . .

Decisions

KYNO Fresno, Calif.—Radio KYNO, the Voice of Fresno (Robert Schuler, Lester Chenault and Bert Williamson). Granted involuntary assignment of license to same partners, replacing Mr. Schuler, deceased, by Amelia Schuler, executrix of his estate. Granted April 29.

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" D "	10	$1.50
" E (Ind)	6	$0.88
" F "	4	$1.40
" G "	4	$1.05
" H "	3	$1.63
" I "	5	$1.06

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KPAL Palm Springs, Calif.—Desert Radio & Tcstg. Co. Granted voluntary assignment of CP from Jobe Hamman and Melvin Sullivan to Florence Raley. Consideration $4,897. Assignee has applied for new AM CPs at Corona del Mar-Newport Beach, Calif. (980 kc) and Riverside, Calif. (910 kc). Granted April 29.

WBML-AM-FM Macon, Ga.—Middle Ga. Bcstg. Co. Granted voluntary acquisition of negative control by Allen Woodall (16.7%), part owner WDAK Columbus, Ga.; WRDW Augusta and others, and Howard Pill (16.7%), vegetable oil processor, from executors of estate of Ernest D. Black, deceased. Estate sells its two-thirds interest to Middle Ga. Bcstg. for $10,000. Granted April 29.

KSO-AM-FM Des Moines—Murphy Bcstg. Co. Granted involuntary transfer of control from Kingsley H. Murphy, deceased, to Kingsley H. Murphy Jr., Clarence J. Mulrooney and Northwestern National Bank of Minneapolis, executors of his estate. Granted April 28.

WNJR-AM-FM Newark—North Jersey Radio Inc. Granted voluntary assignment of AM license and FM CP to Evening News Pub. Co., North Jersey's Radio's parent company. No consideration. Granted April 28.

KORE Eugene, Ore.—Lane Bcstg. Co. Granted voluntary transfer of control from Glenn E. McCormick (KSLM Salem, Ore.) to Lee P. Bishop. Mr. McCormick transfers his 70% interest to Mr. Bishop (formerly 30%, now 51%) and four minority stockholders. Total consideration $122,500. Granted April 29.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. Granted acquisition of 100% control by C. H. Fisher (50%) from O. E. and P. R. Berke. Consideration $56,531. Mr. Fisher is interested in Eugene TV Inc. application for vhf Ch. 13 Eugene [B•T, May 4]. Granted April 29.

WAKN Aiken, S. C.—Aiken Electronics Adv. Corp. Granted relinquishment of control by John Mare (56⅔%). Three stockholders added. Mr. Mare reduces his holding to 30% for consideration of $13,333. Granted April 29.

Applications

KDRS Paragould, Ark.—Daily Press Inc. Requests reassignment of license to T. M. Self and G. T. Rand d/b as Progressive Bcstg. Co. Parties, in consideration, will turn in their half interest in Daily Press Inc. and cancel a $6,000 debt to them from Daily Press. Daily Press will pay off $8,500 mortgage. Filed April 30.

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. Requests voluntary transfer of control from George Crome and R. F. Harlow (⅓ each) to Sheldon Anderson (now 16⅔%, to be 43⅓%), John Hearne (25%) and Charles Thierot (15%). Consideration $120,000. Mr. Sheldon's mother owns 16⅔%. Mr. Thieriot is general manager of KRON-FM-TV San Francisco. Mr. Hearne is legal counsel of Bakersfield Bcstg. Filed April 28.

WKKO Cocoa, Fla.—Brevard Bcstg. Co. (W. D. Wilson, Seay Wilson, Davis Wilson, Emerson Browne and Sarah Browne) request assignment of CP to same principals, deleting W. D. Wilson and adding Carl Collins Jr., d/b as Brevard Bcstg. Co. Mr. Wilson's 22% interest transferred to Mr. Collins for consideration of $5,500. Filed April 30.

WTNT Tallahassee, Fla.—Tallahassee Appliance Corp. Request voluntary assignment of negative control to Emmanuel Joanos (13.4%) by Frank W. Pepper (36.6%) who transfers his stock to Mr. Joanos for $30,066. Negative control also to be maintained by Frank W. Hazelton. Filed April 30.

WSPR-AM-FM Springfield, Mass.—WSPR Inc. Requests voluntary transfer of control from Mrs. Ruth Brackett, executrix of estate of Quincy Brackett, deceased (23%), and Mrs. Alma Breed, executrix of estate of L. B. Breed, deceased (25%), to those principles individually. Filed April 28.

WKVA Lewistown, Pa.—Central Pa. Bcstg. Co. Requests voluntary acquisition of control by Robert Wilson (currently 30%, to be 60%) through purchase of 40% from W. Randall Leopold and H. A. Robinson (currently 30% each, to be 10% each). The remaining 10% transferred to licensee. Total consideration $15,000. Filed April 28.

WKSR Pulaski, Tenn.—Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, d/b as Richland Bcstg. Co., requests assignment of license to James R. Stephens, concrete manufacturer, tr/as Richland Bcstg. Consideration $60,000. Filed April 30.

KRCH Hot Springs, Ark.—Robert L. Harrison and Walter Cleveland d/b as Hot Springs Bcstg. Co. Requests assignment of license to Garland Radio & TV Co. Consideration $30,000. President **Leonard Frankel** (49%) owns Hawthorn Advertising Agency, St. Louis. Secretary-Treasurer **Anton Tibbe** (50%) is St. Louis investment broker. Filed May 4.

KXRJ Russellville, Ark.—Valley Bcstrs. Inc. Request voluntary assignment of license to same principals, **C. R. Horne** and **Joe Shepherd** d/b as Valley Bcstrs. Filed May 4.

KULA Honolulu—Pacific Frontier Bcstg. Co. requests transfer of control to American Bcstg. Stations Inc. **(WMT Cedar Rapids, Iowa)** and **KJBS Bcstrs. (KJBS San Francisco)** by sale of all stock in licensee. Consideration $300,000. Transferors: Interstate Bcstg. Corp. (41%); Robert Hinckley (33%); Jack Burnett (16%) and minority stockholders. Percentage interest of new owners unspecified. Filed May 5.

WOHS-AM-FM Shelby, N. C.—Western Carolina Radio Corp. Requests voluntary acquisition of control by Holt McPherson (47%) through purchase of 10% from Mrs. John G. Greene, who retains 12%. Consideration $7,939. Filed May 1.

KDAV Lubbock, Tex.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. Requests voluntary assignment of CP to Western Bcstg. Co. Mr. Zorns retires from station; Mr. Worley reduces holding from 50% to 20% and David Pinkston and Leroy Elmore buy 40% each. Total consideration $2,500. Filed May 4.

Hearing Cases . . .

Decision

Flint, Mich. New TV, vhf Ch. 12. WJR, The Goodwill Stations Inc. (WJR Detroit); Trebit Corp. (WFDF), and W. S. Butterfield Theatres Inc.—FCC Examiner Benito Gaguine issued initial decision recommending grant of Trebit application. Issued April 30.

New Petitions . . .

April 29

Shreveport, La. New TV, vhf Ch. 3. KTBS Inc. (KTBS) (Docket 10476) and International Bcstg. Corp. (KWKH) (Docket 10477)—KTBS petitioned to amend its application.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (grantee) (Docket 10442)—Music Bcstg. Co. (WGRD Grand Rapids), protestant, petitioned for reversal of Examiner Gifford Irion's ruling excluding as issues whether community needs would be met; whether station would be located in Muskegon; whether programming would be designed primarily for Muskegon or Grand Rapids, and whether grantee's use of facility would be fair and efficient.

Ft. Wayne, Ind. New TV, uhf Ch. 69. Radio Ft. Wayne Inc. (WANE) (Docket 10424) and Anthony Wayne Bcstg. (Docket 10425)—Chief of FCC Broadcast Bureau filed opposition to Anthony Wayne's petition to enlarge issues to include whether Radio Ft. Wayne's proposed TV operation would affect adversely WANE's AM signal.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (Docket 10439)—Chief of FCC Broadcast Bureau filed opposition to WDOD's petition to amend its application by specifying new studio location, arguing that inadvertence is not good cause for amending an application in hearing. WDOD filed reply to Mountain City's opposition to instant petition, contending that FCC has never determined whether inadvertence is a good cause for amending an application in hearing. On April 30 WDOD filed notice that deposi-

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Alert, aggressive independent outfit constructing more stations needs good men. Good salary—quick advancement—pleasant conditions. Announcer-engineers with top voices—proven salesmen—sparkling continuity writers. State salary, resume; all details first letter. Confidential. Box 453W, B•T.

Managerial

Conscientious manager who can sell needed immediately for a New York state local. Give full particulars and salary expected first letter. Box 546W, B•T.

Immediate opening for aggressive, experienced successful manager, strong on sales, 1000 watt Michigan daytime independent. $450 monthly plus 10% net profit. Great opportunity for top man. Box 630W, B•T.

Manager wanted: Man with seven years minimum experience. Good small market, good station. Salary open. Good living conditions for young family. Prefer midwest man for midwest station. Tell all first letter, photo. Address inquiries to WITZ, Box 167, Jasper, Indiana.

Assistant manager-program director. Must have thorough knowledge of programming and managerial experience. Mature, sober, real producer desiring permanent location. Salary open. Full particulars with references first letter. WLSI, Pikeville, Kentucky.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman. $70. salary plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 327W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who can sell and who prefers to work on salary for top wages. Permanent position, good place to live and work. Network station in southwest. Box 529W, B•T.

Salesman—very good draw against commission for real salesman who is a plugger, can close contracts and service well. New England area. Box 589W, B•T.

Hawaii! Excellent opportunity experienced time salesman: steady, reliable, permanent. Air mail full details: P. O. Box 692, Honolulu, Hawaii.

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Salesman—$50.00 salary plus 15% commission and incentive commission. Real opportunity for worker. WGAT, Utica, New York.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Salesman wanted for highly successful independent WXOK, Baton Rouge, Louisiana, one of 10 fastest growing markets in America. We will pay good base guarantee, car allowance, 15% on sales over guarantee, and yearly bonus. You start with good nucleus of active billing and you will be supervised by experienced sales manager. Station programs to mass market and is highly saleable. You will become member of organization now operating three radio stations with TV now being built. Write giving complete details including employment record, billing and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Help Wanted—(Cont'd.)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

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Exceptional opportunity for dependable music-minded announcer. Progressive Michigan independent with VHF application. Good pay, pleasant staff, new studios. Send audition, record, photo, job history and first letter to Box 562W, B•T.

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Announcer, central south, large market, TV future, must be experienced, wonderful opportunity to grow with progressive station. Send complete information. Box 609W, B•T.

Personality DJ, afternoon—ninety week start. Send details, photo, tape. Midwest top station, TV future. Box 611W, B•T.

Good announcer, willing to work and learn enough to take over programming. Network. $220 month start. Beautiful, diversified mountain town in Carolina. Send photo, audition, reference. Box 614W, B•T.

Southern Minnesota radio station now building VHF television station needs two announcers. Send tape, picture to Program Director, KAUS, Austin, Minnesota. No phone calls.

KCFH, Cuero, Texas, independent, needs announcer. Good salary, two advancements in a year.

Staff announcer for south Texas fulltime independent. Routine announcing—no engineering. Beginner preferred. Frank Wilson, Jr., KCTI, Gonzales, Texas.

Combo man with emphasis on announcing. NBC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KXLQ, Bozeman, Montana.

Immediate opening for two good announcers who can sell. WDLC, Port Jervis, New York.

Combination announcer-engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Immediate opening for experienced announcer, must be good on commercials, have good voice and be able to get along with people No floaters, drinkers or prima donnas. We have a good proposition for a good man. Send complete resume with tape or disc in first letter. Jim Armistead, WJBF, Augusta, Ga.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a livewire and opportunity to work with top network station. Salary will be in line with experience and ability. If you can qualify send full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Eastern Pennsylvania network station has permanent position for announcer. Combo operation but first class ticket not required. 40 hour week, excellent working conditions. Rush disc-tape, full particulars to Manager, WPAM, Pottsville, Pennsylvania.

Help Wanted—(Cont'd.)

Newsman experienced on beats wanted by 1000 watt independent daytimer. Personal interview required. WKAN, Kankakee, Ill.

Experienced announcer immediately. Good starting salary for five day week. Send disc, photo and qualifications to WRFD, Worthington, Ohio.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Class A operator, willing to relocate New Orleans; give FM experience, minimum salary, date available. Box 538W, B•T.

Commercial engineers, television transmitter, (1) broadcast transmitter and audio, (1) equipment for foreign markets. Assistant to manager N. Y. office. State design and operating experience, languages and salary in reply. Box 598W, B•T.

Engineer with first. Car necessary. Regional near Philadelphia. No experience needed if cooperative and ambitious. Good working conditions. Start June First. Box 635W, B•T.

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot North Dakota.

Chief engineer. This is one of the better jobs. Am moving to allied ownership station. Would like to locate man take my place. Modern plant, excellent equipment and management interested your welfare. Conscientious man will earn $5000 annually. Need able maintenance man, experienced announcer with first class license. Send qualifications Walt Lawson, Chief Engineer, Radio Station KLEA, Lovington, N. M.

First class engineer with both AM and FM experience—plus orderly maintenance. Announcing helpful. $70 to $80 for 45 hour week depending on ability. Prefer married man. WEPM, Martinsburg, West Va.

Combination engineer-announcer, capable being chief engineer. New kw daytime only. Small town, excellent living conditions, pleasant hours. Top salary to right man. Qualifications first letter. Reply Manager, WFMO, Fairmont, N. C., P. O. Box 125.

First class operator for WFNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

Immediate opening, engineer 1st class license. No experience necessary. $50—40 hours. WHDL-WHDL-FM, Olean, N. Y.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Immediate opening transmitter operator, kw directional and FM. Al Scott, WNDB, Daytona Beach, Florida.

Transmitter engineers needed immediately. 5000 watt network station with TV in near future. Prefer men with experience but will consider all applications. Write Chief Engineer, WTAD, Quincy, Illinois.

WUSJ Lockport, N. Y., has immediate opening for first ticket man. $55 start for 40-hour week. Permanent, no announcing. Contact Jack Gelzer, Station Manager.

Wanted 1st class operator. $50 for 40 hours. Time and one-half for all over forty hours. Permanent position. Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Help Wanted—(Cont'd.)

Repor[ter]-rewrite for radio-TV news room. Ohio valley [area]. Must be competent reporter and colorf[ul] writer desiring start in this medium. Some[what] newspaper or radio experience desirable but n[ot] essential. Box 583W, B•T.

We ne[ed] an experienced commercial copywriter, either [man] or woman, who can write good selling c[om]mercials. Also looking for an experienced [sa]lesman. Write complete information about [yo]urself to Manager, WNXT, Portsmouth, Ohio.

Experienced continuity commercial writer. Radio St[a]tion WSIV, Pekin, Illinois.

Television

Announcers

Announ[c]ers—Basic network TV affiliate in best southe[rn] market needs experienced, mature men. Salary [o]pen. Send good recent photograph and tape or disc with first application. Box 644W, B•T.

Technical

College graduate radio engineer with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Experienced TV engineer for new UHF in Boston. Big chance for right man to get on the ground floor. Contact Station Manager, WTAO-TV, Cambridge, Mass.

Production-Programming, Others

Experienced sales promotion manager for a television station serving large southwestern market. References, history, photo. Box 510W, B•T.

Continuity chief for television station in southwest. References, history. Box 511W, B•T.

Expanding midwestern TV station has opening for commercial copywriter. Experience preferred. Write Barbara Howard, WTTV, Bloomington, Indiana.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

Manager or commercial manager. 12 years station management, network and agency experience. General knowledge TV. Mature, efficient administrator, experienced in labor and public relations. Box 592W, B•T.

If you need a manager for a small station that should be a leader, here's a man that wants to build, grow and stay with such an operation. Let's at least talk it over. Box 617W, B•T.

Manager one kilowatt station, making money. Other radio includes program director 5 kw, continuity, sports director, sports announcer, staff and special events. Must change. Southerner, interview only. Box 642W, B•T.

Manager-sales manager: 20 years experience, not a has-been, but a man that can get the job done. Have owned part in two stations, I know your problems and how to cope with them. Very strong on sales, not a doctor, just a plain radio man. Box 643W, B•T

Sales manager-newscaster desires small market managerial situation. Midwest or west preferred. Married, 30, two children, veteran, M.A. Degree Denver University Speech-Radio Management. James Bailey, 1114 8th Street, Menomonie, Wisconsin.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Situations Wanted—(Cont'd.)

Snappy deejay on production, hot newsman searching for progressive people, preferably in Texas TV or AM. Experienced, 29, interviews, board work, events, versatile, friendly, loveable cuss, need $85. Tape on tap. Write Box 586W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Florida stations, experienced announcer, licensed, successful salesman, married. $75 plus commission. Permanent. Box 593W, B•T.

Announcer 5 years experience all type programs. Excellent resonant voice. B.A. Degree. Board expert. Presently employed midwest. Desire permanent position with well-managed west, southwest station. Veteran, 27, single. Box 594W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Good early morning man with 3 years seeks permanent position as morning personality or program director. Veteran—first class license. Box 599W, B•T.

Announcer, D.J., news, special events. Bachelor's Degree in Radio, five years experience, commercial and educational, desires permanent position with progressive Florida station. Box 601W, B•T.

Announcer, experienced, strong news, commercials, DJ. Desire midwest station planning TV. Box 603W, B•T.

Announcer, 25, single, veteran. Two years experience, strong news, sports, DJ. Like sales. Ohio, West Va., Pa. Progressive permanent. Box 604W, B•T.

Announcer, control board operator, music, news, sports, etc. Veteran, recent grad of broadcasting school. Tape or disc available. Box 606W, B•T.

Experienced staff announcer, newscasting sportscasting, commercials. Also personality disc show. Box 607W, B•T.

Experienced gal announcer knows station operation; can also write. Box 608W, B•T.

Announcer. Thoroughly experienced DJ, news, board operation. Presently employed large market, North Carolina ABC affiliate. Wants northeast location. College graduate. Age 24, veteran. Box 619W, B•T.

Staff announcer-DJ. Three years solid commercial experience. Now employed eastern metropolitan market. Permanent position only. Available immediately. Box 620W, B•T.

Announcer, newscaster, DJ, heavy on news, single. Disc, tape and resume on request. Box 621W, B•T.

Announcer, staff, strong on commercials, news. Also DJ. Audition, disc, midwestern broadcasting school graduate. Box 627W, B•T.

DJ shows with wide popular appeal. Strong on commercials. All-round staff duties. Box 628W, B•T.

College graduate desires to re-enter radio announcing field, particularly interested in stations carrying strong news and sports programs; enjoy writing commercials and have good imagination. Prefer midwest; personal interview only. Box 631W, B•T.

Announcer—livewire, 30. Long on ability, short on experience. Sparkling personality. Tops in air sales, desirous of getting started as DJ. Prefer east. Box 632W, B•T.

Attention! Experienced announcer wants job in Connecticut, Rhode Island or Massachusetts or any state in that area. Box 634W, B•T.

4 years announcing. Special: play-by-play football, basketball, baseball, news. Presently employed. Desire advancement, year-round sports. Vet, married, college graduate. Details on request. Box 636W, B•T.

Combination man, 3 years experience. Experienced all phases. Desires position with opportunity for advancement in announcing and programming. Minimum salary $90 for 40 hours. Box 637W, B•T.

Florida desired . . . employed personable commercial metropolitan announcer . . . versatile, vet, family. Box 638W, B•T.

Hillbilly disc work, radio or television . . . twelve years announcing, all phases . . . country singer, recording artist . . . last five years on fifty thousand watter . . . sober family man, thirty-two . . . personal interview. Box 640W, B•T.

Announcer would prefer to specialize in news but will consider any good offer. Data on request. Box 646W, B•T.

Situations Wanted—(Cont'd.)

DJ-announcer with top afternoon music rating in midwestern market of 250,000 on 5000 watt network affiliate. Write 5501 Herman Avenue, Cleveland. Express 1-6540.

Technical

Chief engineer desires position in Great Lakes region. Thirteen years experience, up to 50 kilowatts. Box 554W, B•T.

Rhode Islander with first phone seeks employment in broadcast station. New England preferred. Box 582W, B•T.

Chief engineer—now chief 5 kw directional, 22 years technical experience, references. Box 610W, B•T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 612W, B•T.

Technician—5 years experience console, transmitter, remotes, recordings. Box 625W, B•T.

First phone, no experience, married, 28, prefer New England location. Four years radio-TV servicing. Box 626W, B•T.

Engineer—announcing slight. Experienced in AM-FM, studio, remotes and extc. First phone. Prefer position as chief engineer at small station in eastern states. Box 629W, B•T.

First phone—draft exempt—2 years control room—tapes—remotes. Relocate eastern Pennsylvania, Jersey, Connecticut. No summer replacement. Box 641W, B•T.

Chief engineer or transmitter maintenance. 22 years experience. Broadcast, manufacturing, labcratory and government engineering. Married. J. B., A-28 Riverview Manor, Riverside, N. J.

Transmitter operator. Specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Continuity-scripts, 25, single. Reporting and editorial experience on newspapers. Free lance playwriting. Box 581W, B•T.

Newscaster, editor, writer. Top shows, half-million market. Desire larger operation. Features, special events. College grad. Married. East preferred. 100 minimum. Box 585W, B•T.

My plan guarantees radio will stay. Experienced in production, continuity writing and announcing. Will call for interview and audition Washington east to New York. Box 613W, B•T.

Program director—chief announcer. College graduate, 30, 12 years experience. Excellent record and references! Contact Box 616W, B•T.

Sales promotion manager, qualified 15 years experience, now heading department one of America's leading AM-TV stations, ready for change. Southwest preferred; others considered. Finest references. Box 624W, B•T.

Television

Managerial

Solid-selling mature self-starting TV film programs regional sales manager, drawing five-figure commission, advertising promotion and film production experience, managerial ability, tired of travel, wants sales manager position with progressive TV station or applicant. Box 537W, B•T.

Salesmen

Topflight salesman—4 years successful advertising space sales, east coast. Anxious to sell television time. College graduate. Veteran. Highest references. Box 623W, B•T.

Announcers

Radio announcer-salesman earning $6,500 seeks first television opportunity. Stage presence, excellent sports and musical background. Prefer midwest or south. Box 595W, B•T.

Technical

Responsible position with new TV station desired. Engineering degree, former announcer, presently associated Washington consulting engineering firm. Construction, installation experience. Box 579W, B•T.

(Continued on next page)

XUM

Situations Wanted—(Cont'd.)

Production, Programming, Others

To TV applicants and licensees—Experienced advice in planning practical balanced program schedule and all phases of station operation for FCC hearing and station opening. Also available to make your New York contacts. Per diem retainer. Box 558W, B•T.

Reporter - cinematographer. Experience and training. Young. Will locate anywhere with family for $5,000. Box 618W, B•T.

For Sale

Stations

Rocky Mountain state. Indie. 250 watt. Well accepted. Only $10,000 down. Box 576W, B•T.

Progressive southwest 250 watt clear channel daytime station in one of nation's richest small markets. Bargain priced for quick sale. Reasonable price and terms. Box 578W, B•T.

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

Equipment, etc.

Used International Derrick tower, 150 feet high, self-supporting, insulated, complete with obstruction lights, plus used Western Electric FM transmitter, 1 kw driver has been used, 10 kw amplifier has never been used. Desire to move all or part now. Send your bid to Box 535W, B•T.

Collins 250 watt FM transmitter with GE frequency and modulation monitor. Used 10,000 hours, excellent condition, $3,000 or best offer. Box 584W, B•T.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

WE 23B consolette, WE 110A automatic program amplifier and limiter. GR 25A broadcast frequency monitor, GR 731A modulation monitor. Composite 250 watt broadcast transmitter has a new Johnson Co. 805 class "C" final amplifier. 805 class "B" modulator, tubes and crystal. Price $1000 for all at the f.o.b. Box 633W, B•T.

Western Electric transmitter, 1000 watts, 304-A, limiter, 126A, frequency monitor, rack, steel, 2 Fairchild playback arms with heads, Presto turntable, Dumont oscillograph, Type 274 new, 4 Jensen base reflex speakers with cabinet, model B-81. All for $2000. Cash. Box 1394, Banning, California.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Station wanted in Boston area by a bonafide buyer. Box 588W, B•T.

Kilowatt daytime or 250 watt station in southeast. Prefer combination set-up. Must be reasonable. Box 595W, B•T.

Wanted to Buy—(Cont'd.)

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Equipment, etc.

1 kw AM transmitter, antenna coupling unit, modulation and frequency monitors in good condition. Box 547W, B•T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

Disc recorder. Presto 6N or equivalent. Describe condition, give best price. Chief Engineer, WHOT, South Bend, Indiana.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Situations Wanted

Television

Managerial

TV STATION OWNERS—MANAGERS PROTECT YOUR PROPERTY'S FUTURE WITH A NEW YORK SALES MANAGER

Today much of your station's financial success lies in national spot and 60-70 per cent of this comes out of New York. This experienced, aggressive TV executive is in a position to serve as New York sales manager for a single TV station or a group of stations owned by one company. His experience includes station sales management, national representative sales and network sales (familiarity with networks can be a plus for you). Inquiries will be held in complete confidence. Further details available by mail, but urge personal interview at your convenience. Box 622W, B•T.

For Sale

TV FILM FRANCHISES AVAILABLE

Exclusive distribution franchises available to individuals or organizations for selling TV film programs. Should be financially able to set up your own regional selling organization as part of national operation. Advertising or broadcasting sales background helpful. Box 580W, B•T.

Equipment, etc.

BIG BARGAIN . . . WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

For Sale—(Cont'd.)

3 TV TRANSMITTING ANTENNAS

RCA 5-Bay, Channel 4 to 6 (tuned WLW-T, Ch. 4)

RCA 5-Bay, Channel 4 to 6 (tuned WLW-D, Ch. 5)

RCA 3-Bay, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pylon

Also RCA FM triplexers for 5-bay antennas

Box 498W, B•T.

FOR SALE

1 kw WE 503B2 FM xmtr
WE 8 bay clover leaf
Doolittle FD 11 fre-mod monitor
700 feet 1⅝" line

NOW ON THE AIR CAN BE INSPECTED MAKE AN OFFER

Box 648W, B•T

RECORDING EQUIPMENT

Presto 8N cutting and playback equipment, in cabinets. Fairchild cutters, Pickering arms and cartridges. Presto amps., 88A and 89A. Janssen 15" and 12" coaxial speakers; pre-amps, line amps, Gates 8-position input console; Raytheon limiter, Baldwin & Behning grand pianos. Variety of other equipment. Excellent condition, sacrifice prices. Inspection noon to 2 p.m., Monday through Friday at J. Kopecky, 2nd floor, 1352 Sixth Avenue, Man., N.Y.C.

Wanted to Buy

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4 2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

WANTED

To Manufacture and Sell — New Electronic Accessory Items
For FACSIMILE—RADIO—TELEPHONE—TELEVISION

URGENT—We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use

URGENT—To Locate Doctors in Hospitals—
Need Selective Radio Signal Receivers—
Weight under 10 ounces—to be carried in pocket

Will furnish capital if necessary to complete desirable developments

What have you to offer?

RADIO ENGINEERING CO.
INQUIRER BLDG. PHILADELPHIA 30, PA.

tions would be taken, commencing May 6, and requested that Phil B. Whitaker be permitted to assist in taking of testimony. Mountain City, May 1, notified FCC it will commence taking depositions May 11.

April 30

Spokane, Wash. New TV vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423)—Mr. Wasmer filed reply to TV Spokane's answer to his opposition to TV Spokane's motion to enlarge issues to include coverage among hearing issues.

Pontiac, Mich. New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—Mr. Gerity filed reply to WKMF Dearborn opposition to his petition for immediate reconsideration and grant, claiming that WKMF's opposition was not timely filed.

Amendment of table of TV assignments, allocating vhf Ch. 4 to Fayetteville, W. Va. (Docket 10381)—Daily Telegraph Printing Co. (WHIS) supplemented its petition for reconsideration and request for stay of allocation and peti-

tione FCC to defer consideration on the applicatio of Robert R. Thomas Jr. for the channel ntil after action on the initial petition.

Du th, Minn.—Superior, Wis. New TV, vhf Ch. Ridson Inc. (WDSM Superior) (Docket 10291 and Lakehead Telecasters Inc. (WREX Dulu) (Docket 10292)—Chief of FCC Broadcast ureau filed an answer of "no opposition" to Rdson's petition for expedited completion of the hearing now that Lakehead has filed for dismissal of its bid after effecting merger with Ridson.

Lancaster, Pa. New TV, vhf Ch. 8. WGAL-TV (on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365)—WGAL-TV moved to strike and/or deny Peoples' petition for reconsideration of March 25 memorandum opinion and order denying Peoples' petition to enlarge hearing issues.

Evansville, Ind. New TV, vhf Ch. 7. South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464) — WIKY moved to change issues, substituting the word "applicants" in certain places.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—American petitioned for enlargement of issues to include legal, financial and technical qualifications. Chief of FCC Broadcast Bureau filed opposition to American's April 28 motion to strike his opposition to American's leave to amend its application regarding transmitter site.

May 1

Spartanburg, S. C. New TV, uhf Ch. 17. Sterling Testg. Co. (BPCT-1579) and Piedmont Radio Co. (BPCT-1640)—Sterling petitions FCC to strike Piedmont bid as sham or dismiss it for want of good faith.

Proposed U. S.-Canada argeement regarding assignment of Class II AM stations to clear channels (Docket 10453)—Comments filed by WCKY Cincinnati; KWK Haines City, Fla.; KOMO Seattle; A. Earl Cullum Jr., Dallas radio engineer; CKWX Vancouver; Clear Channel Bcstg. Service; WVCH Chester, Pa.; KSTP St. Paul; CBS; KECC Pittsburgh, Calif.; WTAO Cambridge, Mass.; KBYE Oklahoma City, and KCNC Fort Worth.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (WNEB) (Docket 10479)—New England requests dismissal of its application on grounds that actual and future vhf coverage from Boston and Providence makes its proposed uhf operation economically unfeasible.

San Mateo, Calif. Power boost grant on 1550 kc unlimited from 1 kw to 10 kw. Bay Radio Inc. (KEAR) (BP-8514)—McClatchy Bcstg. Co. (KFBK Sacramento) petitioned for reconsideration and hearing, claiming, objectionable interference to KFBK.

Salinas-Monterey, Calif. Share-time grant on vhf Ch. 8. KSBW-TV Salinas (Docket 10445) and KMBY-TV Monterey (Docket 10446)—Grantees filed petition for dismissal of their request for reconsideration of memorandum opinion and order postponing indefinitely effective date of grant following protest of KICU (TV) Salinas-Monterey, and that a hearing be designated immediately.

May 4

Rochester, N. Y. New TV, vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447), share-time grantees—Chief of FCC Broadcast Bureau recommended denial of motion of protestant Federal Bcstg. System (WSAY) that its application be designated for consolidated hearing with grantees. Federal filed petition May 5 opposing grantees' petition for reconsideration and also supporting its motion for consolidated hearing.

KPLN Camden, Ark. Assignment of CP to D. R. James Jr. (BAP-178)—Mr. James replied to KAMD's April 24 protest of assignment.

Portland, Ore. New TV, vhf Ch. 6. Pioneer Bcstrs. Inc. (KGW) (Docket 9136) and Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316)—Pioneer petitioned for continuance of initial hearing from May 11 to May 18.

Worcester, Mass. New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (WNEB) (Docket 10479)—Salisbury waived its right to initial decision by examiner—after WNEB petitioned for dismissal of its bid—and petitioned Commission to grant its application by final order. WNEB filed affidavit stating that no consideration was involved in its application for dismissal.

Steubenville, Ohio. New TV, vhf Ch. 6. WSTV Inc. (WSTV) (BPCT-1049) and John Osborne (BPCT-1680)—WSTV answered Mr. Osborne's petition to strike its motion to dismiss his application, reaffirmed its motion and requested conditional grant.

May 5

Inman, N. Y. Amendment of table of TV allocations—Lynne Smeby, consulting radio engineer, petitioned for assignment of vhf Ch. 5 to Inman.

Paris-Commerce, Tex. New AM, 1450 kc, 250 w unlimited. Memorial Bcstg. Co., Commerce Paris) (Docket 10433)—Chief of FCC Broadcast **(Docket 10432) and N. Star Bcstg. Co. (KPLT** Bureau opposed petition of KDNY Denton to intervene.

Lafayette, La. Power boost from 1 kw to 5 kw daytime on 1330 kc. KVOL (Docket 9739)—KXYZ Houston and KOLE Port Arthur, Tex., request extension of time from May 6 to May 11 to file answer to KVOL petition for reconsideration of FCC denial of application for modification.

Honolulu. New TV, vhf Ch. 4. American Bcstg. Stations Inc. (BPCT-1671)—Advertiser Pub. Co. and Island Bcstg. Co., applicants for transfer of control to themselves of KONA (TV), petitioned that action be withheld on instant application. American has filed for control of Pacific Frontier Bcstg. Co., Ch. 2 applicant, and petitioners argued that American must elect between Ch. 2 and Ch. 4 before FCC may act on instant application.

Portland, Me. New TV, vhf Ch. 13. Guy Gannett Bcstg. Services (WGAN) (BPCT-639) and Community Bcstg. Service (WABI Bangor) (BPCT-752)—Gannett petitioned for conditional grant or election between Community application and Mt. Washington TV bid for vhf Ch. 8 Poland, Me., or immediate hearing. Petitioner claimed Horace Hildreth effectively has negative control of both Community and Mt. Washington applicants.

Hearing Calendar . . .

Headings in Progress

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ.

KWTO Springfield, Mo., Power boost to 5 kw on 560 kc — Ozarks Bcstg. Co. (Docket 8380). Whether increased power would cause interference. Further hearing. Examiner J. D. Bond.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

May 15

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanny Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. (Docket 10478), and New England Bcstg. Co. (Docket 10479). Examiner William Butts.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

XUM

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

Portland, Ore.—New TV, vhf Ch. 12. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

WWJ
NBC AFFILIATE IN DETROIT
Owned and Operated by THE DETROIT NEWS
NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

Routine Roundup . . .

April 30 Decisions

BY COMMISSION BOARD

Advised of Hearing

WHLM Bloomsburg, Pa., Bloom Radio; WGR Buffalo, N. Y., WGR Bcstg. Corp., are being advised that applications indicate necessity of consolidated hearing. WHLM seeks to change facilities from 690 kc, 1 kw, DA, D, to 550 kc, 500 w, DA-2, U (BP-8494). WGR asks to change trans. location; change DA pattern and discontinue use of ant. system of WKBW Buffalo, in operating on 550 kc, 5 kw, DA-N, U (BP-8641).

Extension of SSA

Commission extended SSA of KFAR Fairbanks, Alaska; WNYC New York, N. Y.; KWBU Corpus Christi, Tex., and WOI Ames, Iowa, for period of 30 days ending June 1, 1953.

License Renewals

Following stations granted renewal of licenses on regular basis:

KGEZ Kalispell, Mont.; WCAP Helena, Mont.; KLCB Libby, Mont.; KFWB Hollywood, Calif.; KXLY Spokane, Wash.; WABG Greenwood, Miss.; WTAD Quincy, Ill.; WFPM Fort Valley, Ga.; KFSG Los Angeles, Calif.; KWBC Ft. Worth, Tex.; WBCK Battle Creek, Mich.; WGLS Decatur, Ga.; WWNH Rochester, N. H.; WJRD Tuscaloosa, Ala.; WAVL Apollo, Pa.; WCEN Mt. Pleasant, Mich.; KAKC Tulsa, Okla.; KBCK Odessa, Tex.; KBRK Pullman, Wash.; WKLF Clanton, Ala.; WMAY Springfield, Ill.; WNCC Barnesboro, Pa.; WRRF Washington, N. C.

May 1 Applications

ACCEPTED FOR FILING

License for CP

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—License for CP (BP-8264), as mod., which authorized new AM (BL-4980).

KFOR Lincoln, Neb., Cornbelt Bcstg. Corp.—License for CP (BP-8737), which authorized installation of new trans. (BL-4983).

KBON Omaha, Neb., Inland Bcstg. Co.—License for CP (BP-8729) which authorized installation of old main trans. as auxiliary trans. (BL-4979).

WBIG Greensboro, N. C., North Carolina Bcstg. Co.—License for CP (BP-8531) which authorized installation of old trans. as auxiliary trans. at present location of main trans. to be operated on 1470 kc, 5 kw for auxiliary purposes only (BL-4982).

WSMT Sparta, Tenn., Sparta Bcstg. Co.—License for CP (BP-8342) which authorized new AM (BL-4981).

WSKS Wabash, Ind., School City of Wabash—License for CP (BPED-216) which authorized new non-commercial FM (BLED-136).

KPLN Camden, Ark., Mid-South Bcstg. Co.—License for CP (BP-7888), as mod., which authorized new AM. Amended to change name of applicant to D. R. James Jr. (BL-4782 Amended).

Extension of Authority

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs from First Baptist Church, Pontiac, Mich., to CKLW Windsor, Ont., for period beginning Aug. 13, 1953.

Remote Control Operation

Following stations have filed applications for remote control of transmitters:

WNEB Worcester, Mass., New England Bcstg. Co. (BRC-40); **WFAI Fayetteville, N. C.,** Rollins Bcstg. Co. (BRC-41); **KTAE Taylor, Tex.,** KTAE Inc. (BRC-39).

Following stations file 301-A applications for remote control operation:

WFMH-FM Cullman, Ala., The Voice of Cullman (BRCH-17); **KNBC-FM San Francisco,** NBC (BRCH-19); **WQXR-FM New York,** Interstate Bcstg. Co. (BRCH-18).

License Renewal

Following stations request renewal of license:

WKY Oklahoma City, WKY Radiophone Co. (BR-468); **WBAP-FM Fort Worth, Tex.,** Carter Publications Inc. (BRH-539); **KLUF-FM Galveston, Tex.,** The KLUF Bcstg. Co. (BRH-435); **KTSA-FM San Antonio, Tex.,** Sunshine Bcstg. Co. (BRH-655); **KISS (FM) San Antonio, Tex.,** The Walmac Co. (BRH-691).

Modification of CP

KLIR Denver, Col., Denver Bcstg. Co.—Mod. CP (BP-8589) which authorized new AM, for change in type trans., make changes in ant. system and change trans. and studio locations (correction in address and coordinates only) (BMP-6196).

WFMO Fairmont, N. C., Carolinas Bcstg. Co.—Mod. CP (BP-8706) replacing expired CP (BP-8207), which authorized new AM for approval of ant., trans. and studio location as on state highway #41, 1.8 mi. NNE of Fairmont and change type trans. (BMP-6197).

KWIL Albany, Ore., Central Williamette Bcstg. Co.—Mod. CP (BP-8539), which authorized change in frequency, power, installation of new trans. and DA-DN and change trans. location, to change type trans. (BMP-6198).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. CP (BPCT-302) as mod., which authorized new TV, for extension of completion date (BMPCT-1096).

License Renewal

WICU (TV) Erie, Pa., Dispatch Inc.—Application filed for renewal of license (BRCT-42).

Install Auxiliary Transmitter

WNEB Worcester, Mass., New England Bcstg. Co.—CP to install old main trans. as auxiliary trans. at 130 Mechanic St., Worcester (present location of main trans.) to be operated on 1230 kc, 250 w for auxiliary purposes only (BP-8849).

Remote Control Operation

WENT Gloversville, N. Y., Sacandaga Bcstg. Corp.—Application filed for remote control operation of trans. (BRC-38).

APPLICATION RETURNED

CP for New AM

Charles W. Bullimore, Washington, Kan. (PO Charles W. Bullimore, Morrowville, Kan.)—CP for new AM to be operated on 1270 kc with 500 w-D.

May 4 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WFIL-TV Philadelphia, Triangle Publications Inc. (BRCT-28); **WMCT (TV) Memphis, Tenn.,** Memphis Pub. Co. (BRCT-24); **WBAP-TV Fort Worth, Tex.,** Carter Publications Inc. (BRCT-27); **KEYL (TV) San Antonio, Tex.,** San Antonio Television Co. (BRCT-44).

Extension of Completion Date

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. CP (BPCT-857), which authorized changes in existing TV for extension of completion date to 12-17-53 (BMPCT-1099).

WMAC-TV Toledo, Ohio, Midwest TV Co.—Mod. CP (BPCT-1010), which authorized new TV for extension of completion date to 8-4-53 (BMPCT-1098).

May 5 Decisions

BY BROADCAST BUREAU

Remote Control Operation

Following granted authority to operate trans. by remote control: WESC-FM Greenville, S. C. (BRCH-20); KNBC-FM San Francisco, Calif. (BRCH-19); WQXR-FM New York, N. Y. (BRCH-18); WFMH-FM Cullman, Ala. (BRCH-17); WFAI Fayetteville, N. C. (BRC-41); WNEB Worcester, Mass. (BRC-40); WENT Gloversville, N. Y. (BRC-38); KTAB Taylor, Tex. (BRC-39).

Modification of CP

WHEP Foley, Ala., Alabama-Gulf Radio—Granted mod. CP for approval of ant., trans. location, specify studio location and change type of trans.; condition (BMP-6189).

WLON Lincolnton, N. C., Lincoln County Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type of trans.; condition (BMP-6116).

WNRV Narrows, Va., Giles Bcstg. Co.—Granted mod. CP to change trans. location (coordinates only) (BMP-6192).

Granted License

KTMS Santa Barbara, Calif., News-Press Publishing Co.—Granted license covering installation of new trans. (BL-4815).

KMLW Marlin, Tex., Falls County Public Service.—Granted license for AM 1010 kc, 250 w-D (BL-4942).

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted license covering changes in licensed station: Ch. 253, 20 kw (BLH-884).

WJMC-FM Rice Lake, Wis., WJMC Inc.—Granted license covering changes in licensed station; Ch. 242; 9.3 kw; 499 ft. (BLH-882).

WWWB-FM Jasper, Ala., Bankhead Bcstg. Co.—Granted license for FM; Ch. 273; 17.5 kw; 50 ft ant. (BLH-879).

Granted CP

WILS Lansing, Mich., Lansing Bcstg. Co.—Granted CP to install old trans. as auxiliary trans., at present location of main trans., to be operated on 1320 kc, 1 kw (BP-8832).

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WHPS High Point, N. C., The North State Bcstg. Co.—Granted mod. CP to specify studio location and change type of trans. (BMP-6158).

Remote Control Operation

Following granted authority to operate trans. by remote control: WVBT Ithaca, N. Y. (BRCH-14); WPAY-FM Portsmouth, Ohio (BRCH-15); WCHA-FM Chambersburg, Pa. (BRCH-16); WIKB Iron River, Mich. (BRC-36); WCHA Chambersburg, Pa. (BRC-35).

WDMG Douglas, Ga., WDMG Inc.—Granted authority to operate trans. by remote control (BRC-37).

WEEM Reading, Pa., Eastern Radio Corp.—Granted authority to operate trans. by remote control (BRC-34).

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

KSBW Santa Clara, Calif., to 8-9-53 (BMPED-262); WIUC Urbana, Ill., to 11-15-53 (BMPED-261); WHDF Houghton, Mich., to 6-15-53 (BMP-6193); WLBS Birmingham, Ala., to 7-1-53 (BMP-6190).

Modification of CP

KDAN-TV Pueblo, Colo., Pueblo Radio Co. Inc.—Granted mod. CP to change designation of trans. and studio location (not move) and waiver Sec. 3.613(b) of rules (BMPCT-1069).

May 5 Applications

ACCEPTED FOR FILING

License for CP

WMOD Moundsville, W. Va., James D. Sinyard—License for CP (BP-8395), which authorized change in frequency. Amended to change name of application to Robert W. Munn (BL-4884).

WDEL-TV Wilmington, Del., WDEL Inc.—License for CP (BPCT-1342), as mod., which authorized change in facilities of existing TV. Amended to correct studio location from Shipley Rd., Wilmington, to present location at 10th and King Sts., Wilmington (BLCT-133 Amended).

Modification of CP

WKST-TV New Castle, Pa., WKST Inc.—Mod. CP (BPCT-985), which authorized new TV, for extension of completion date to 7-4-53 (BMPCT-1100 Resubmitted).

License Renewals

Following stations request renewal of license: **WXAL Demopolis, Ala.**, Demopolis Bcstg. Co. (BR-1788); **KCOY Santa Maria, Calif.**, News-Press Pub. Co. (BR-1504); **KRLN Canon City, Colo.**, Royal Gorge Bcstrs. Inc. (BR-1509); **WTRR Sanford, Fla.**, Southeastern Bcstg. System (BR-1696); **KCOG Centerville, Iowa**, Centerville Bcstg. Co. (BR-2262); **KXLK Great Falls, Mont.**, Great Falls Bcstg. Co. (BR-1496); **KCOW Alliance, Neb.**, Sandhills Bcstg. Corp. (BR-2261); **WSIC Statesville, N. C.**, Statesville Bcstg. Co. (BR-1598); **WHUB Cookeville, Tenn.**, WHUB Inc. (BR-1077); **WKPT Kingsport, Tenn.**, Kingsport Bcstg. Co. (BR-1074); **KVET Austin, Tex.**, Austin Bcstg. Co. (BR-1341); **KIOX Bay City, Tex.**, Bay City Bcstg. Co. (BR-1792); **KUNO Corpus Christi, Tex.**, KUNO Inc. (BR-2440); **KSKY Dallas, Tex.**, Sky Bcstg. Service (BR-1146); **WBAP Fort Worth, Tex.**, Carter Publications Inc. (BR-404); **KNAF Fredericksburg, Tex.**, Gillespie Bcstg. Co. (BR-1815); **KRBA Lufkin, Tex.**, Darrell E. Yates (BR-962); **KCRS Midland, Tex.**, Ruth Scharbauer and Clarence Scharbauer Jr. (BR-877); **KIMP Mt. Pleasant, Tex.**, Winston O. Ward tr/as Mt. Pleasant Bcstg. Co. (BR-2229); KPDN Pampa, Tex., Freedom Newspapers Inc. (BR-880); **KFTV Paris, Tex.**, Lamar Bcstg. Co. (BR-2538); **KRRV Sherman, Tex.**, Red River Valley Bcstg. Corp. (BR-893); **KTFS Texarkana, Tex.**, Radio Station KTFS Inc. (BR-1376); **KVIC Victoria, Tex.**, KVIC Bcstg. Co. (BR-1041); **WBOB Galex, Va.**, Carroll-Grayson Bcstg. Corp. (BR-1462); **WINC Winchester, Va.**, Richard Field Lewis Jr. (BR-1126).

CHNS

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JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

May 6 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

National Broadcasting Co.—Granted request for dismissal of Feb. 25, 1953, protest to action taken by Commission on Jan. 23, 1953, granting application for modification of license of Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. (BML-1483).

Grant R. Wrathall, San Francisco, Calif.—Granted petition for dismissal without prejudice of application for CP for one-way signalling station in the Domestic Public Land Mobile Radio Service (Docket 10399).

By Hearing Examiner H. Gifford Irion

The Mobile Television Corp., Mobile, Ala.—Granted petition of April 20 to amend application for CP for new TV (Docket 10458; BPCT-990) to reflect changes in corporate organization, etc., and petition of April 22 to show current list of stockholders, together with data as to certain stockholders not heretofore shown.

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—Granted motion for continuance of pre-hearing conference re application for CP for new TV on Ch. 8, and that of WGAL Inc. (WGAL-TV), for CP to change site, increase power and ant. height, make equipment changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—By memorandum opinion and order denied petition of WDOD to amend application for new TV (Docket 10438; BPCT-676) to specify new location for main studio; denied petition of Mountain City to amend application for new TV (Docket 10439; BPCT-882) to show plan to seek temporary authority to operate, four weeks after grant, TV station with less and different equipment, with less power, and with different studio location than are proposed in application as it now stands.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted petition for admission to practice *pro hac vice* requesting that Commission authorize and permit Phil B. Whitaker Esquire of Chattanooga, to participate and assist in taking of deposition testimony in Chattanooga in proceeding re application and that of Mountain City Television Inc. (Dockets 10438; 10439).

By Hearing Examiner Benito Gaguine

American Colonial Bcstg. Corp., San Juan, P. R.—By memorandum opinion and order granted petition of April 10, to amend application for CP for new TV—said petition and amendment pertains to certain information requested by Commission; denied petition of April 17 to amend by changing trans. site. (Docket 10437; BPCT-1036).

Ordered pre-hearing conference in proceeding re applications of Lebanon Television Corp. and Steitz Newspapers Inc., Lebanon, Pa., applicants for CP's for new TV stations on Ch. 15, on May 25, 1953. Testimony will not be received and it will not be necessary for witnesses to be present.

By Hearing Examiner Herbert Sharfman

Ordered conference in proceeding re applications of South Central Broadcasting Corp., Evansville Television Inc., On The Air Inc., WFBM Inc., for TV CP's in Evansville, Ind., on Ch. 7, on May 25, 1953. Testimony will not be received and it will not be necessary for witnesses to be present.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Smith Radio Co., Port Arthur, Tex.—Upon agreement of parties, ordered that hearing in this proceeding (Dockets 10285; 10352) shall commence on May 6, 1953.

By Hearing Examiner Hugh B. Hutchison

KAKE Bcstg. Co. Inc., Mid-Continent Television Inc., Wichita, Kan.—Notice is given of further hearing in this proceeding, for CP's for new TV on Ch. 10, on May 7, 1953. (Docket 10263; BPCT-700) (Docket 10262; BPCT-964).

Upcoming Events

May 16: Calif. AP Radio Assn., annual meeting, Hollywood Brown Derby.

May 18: Management meeting, New Jersey Broadcasters Assn., Ritz-Carlton Hotel, Atlantic City.

May 18: FCC meets with Senate Commerce Committee to discuss TV processing, Capitol, Washington.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 20-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 21: Conference on Human Rights, co-sponsored by KYW Philadelphia and Philadelphia Fellowship Commission.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma; national convention, Sheraton Beach Hotel, Daytona Beach, Fla.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

June 29-July 11: TV workshop, Pasadent, Playhouse.

Additional Corrections To 1953 Broadcasting Yearbook

(Also see Addenda B•T March 16)

Page 185—Under Station Directory, Missouri, Carthage, delete complete KICK listing.

Page 192—Under Station Directory, Missouri, Springfield, add: KICK; went on the air July 1949; on 1340 kc; 250 w; licensee, Kickapoo Prairie Bcstg. Co. Inc., 610 College St., Springfield, Mo.; Tel., 4-1561; network, MBS; representative, McGillvra; Floyd W. Jones, president; L. C. McKenney, general and commercial manager; Welcome Stanton, assistant manager and program director; Doris Henderson, program manager and women's director; Charles Grayston, chief engineer; Richard Hainline, news director; Bob Lee, sports director; transcription library, Standard; news service, UP; transmitter make, Gates.

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Merchandising Merits

IN RADIO and to a somewhat lesser extent in TV there is a growing trend among stations to provide their advertisers with merchandising services ranging from the simple and inexpensive to the complicated and costly.

The addition of these extras is a natural consequence of the intensifying competition in the media field. Natural or otherwise, the development needs investigation.

All merchandising plans should be examined with a view to determining whether they are legitimate extensions of a station's effort to help move its customers' goods and as such fully compensated for in the price charged or whether they are inducements to attract more time sales and are, in effect, rate cuts. Suspicion persists that many plans fall into the latter category.

The near anarchy of the present merchandising situation was described by John M. Outler Jr., general manager of WSB Atlanta, at an NARTB convention panel [B•T, May 4]. Mr. Outler said stations were using merchandising extras to bid for clients against other stations, a devious way of undercutting the competition's prices. He favored uniform merchandising plans that would eliminate the bidding aspects of current practices.

We go along with Mr. Outler's views.

Ignoring for the moment the interesting philosophical question of whether merchandising is really the function of media, we must admit that it has been adopted as such by a great many stations, newspapers and magazines. That being so, this service must be fitted into the business practices—and the published rates and fees—of those radio and TV stations that provide it.

The best way to introduce uniformity into any kind of business practice is first to find out just what form the practice takes among the various enterprises using it. As reported elsewhere in this issue, Kenyon & Eckhardt has undertaken a basic exploration of the merchandising practices of radio and TV.

Results of the Kenyon & Eckhardt survey will be published by BROADCASTING • TELECASTING. They ought to constitute a base point from which some kind of standardization may be undertaken.

Sweet and Lower

SETTLEMENT of the more than 10-year-old dispute between radio broadcasters and ASCAP over co-op programs is more than a victory of one side over the other. It is a victory of calm consideration over stubborn facts. It is an outstanding example of reason triumphing where table-thumping oratory had notably failed. It is the best possible omen that could be asked for an equally happy outcome of negotiations now underway between TV broadcasters and ASCAP for a renewal of blanket licenses. It might indicate the chance of settling the per-program TV license problem.

Certainly, there have been few more vexatious problems than that of determining whether network co-op programs are network or local programs and, to get to the important part of it, whether they should pay ASCAP 2¾% or 2¼% for the right to use the music of ASCAP members. ASCAP contended that these programs are produced by the networks and broadcast over the networks. The broadcasters maintained that while those contentions may be true, the dispute was essentially one of economics, over the percentage of sales, and since all co-op sales are made by individual stations on the local level any revenue from these sales must necessarily be calculated on the same local level.

The broadcasters' view won and its acceptance by ASCAP after all the years of argument is in part another tribute to BMI and to the competitive situation in the music licensing field created by BMI, the best possible insurance against a return of the erstwhile ASCAP monopoly. But the settlement of the long-pending dispute is also a tribute to the patient determination of two individuals—Joseph A. McDonald, NBC treasurer and a leading legal expert on broadcast matters, and Herman Finkelstein, general attorney of ASCAP—that the issue was a straight business proposition of buying and selling and was therefore subject to a straight business solution without recourse to boycotts or to legal action. The prompt acceptance of the McDonald-Finkelstein agreement by the board of ASCAP as well as NARTB indicates a new spirit of tolerant understanding that augurs well for future music purchases of radio and TV broadcasters.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Why should I turn it off? I can paint and look at the same time!"

Not Miracles, But Action

MIRACLES should not be expected overnight, now that the FCC is under Republican control. It's going to take time to get the right men in the important jobs. Until that is done, there probably won't be any significant changes in the FCC's methods, because the Commissioners are and have been, to a great degree, dependent upon staff-level work.

A new General Counsel soon will be named. The secretary's office will be restaffed, and the Broadcast Bureau, which has exerted almost alarming influence, is due for an overhauling.

Chairman Hyde and his colleagues realize the Commission has to act swiftly. Congress is interested in seeing the TV hearing bottleneck broken. They want service in "white areas" and they want competition in the one-station big cities. Next Monday's hearing before the Senate Commerce Committee is obviously a pressure session to get the FCC moving.

Confusing the whole issue has been the tub-thumping of the organized educators, battling an imaginary June 2 cut-off date on non-commercial educational reservations. They have been knocking down straw-men to arouse support and entice new money from the foundations. Last week they hit a new high at a so-called First National Conference on Educational Television, using Ford Foundation funds to throw the party as a national sounding board.

Madame Comr. Frieda B. Hennock triggered the educational-TV campaign. Former Chairman Paul A. Walker, who retires next June 30 as an FCC member, got into the act. Both have been hitting the hustings drumming up support—a strange activity for impartial public servants.

In Milwaukee, one of the one-station markets, there has been a hot campaign to preserve vhf Ch. 10 for non-commercial educational use. Before the freeze it was earmarked commercial. A vocational school is the only applicant against WISN, which originally sought the channel, and then was caught in the freeze.

Matt E. Connor, who heads the Matte Engineering Co. of Milwaukee, wrote Rep. Charles J. Kersten (R. Wis.) a fortnight ago that "a well organized, carefully planned and deliberately carried out pressure campaign" had been instituted against commercial use of Ch. 10. He named the two FCC members and asked the Congressman to "make every effort to curtail the peculiar activities of these FCC board members. . . . We don't want a Socialistic Monster in our Community," he wrote.

The educational storm will blow itself out, we predict, after that imaginary June 2 deadline. Then the FCC must deal with this question as its rules prescribe—on a case-to-case basis.

And by then, the FCC must come to grips with its processing problem. Congress and the public won't stand by indefinitely with monopoly situations existing in many major markets, and with no service at all in others.

XUM

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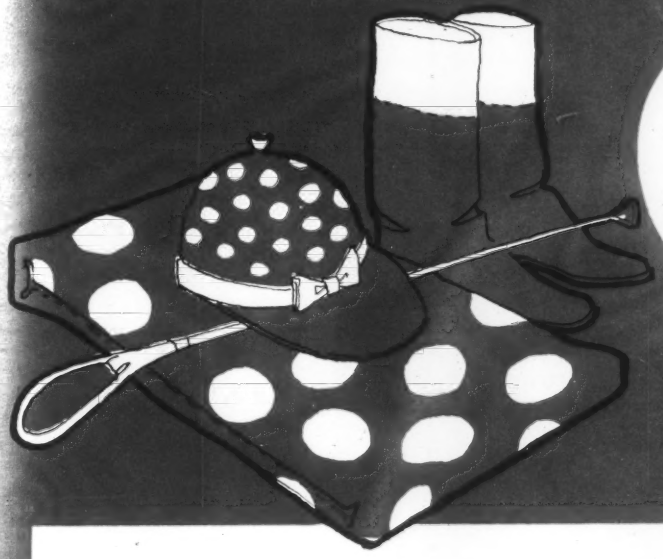

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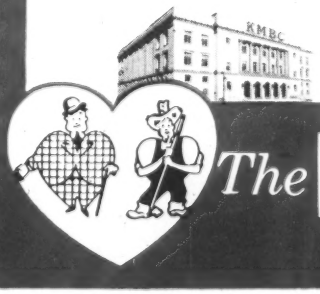

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